

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those saying they would switch any calls given a 10% increase in the price of landline calls	
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Base : Those with a landline phone (or pay line rental for their fixed broadband service)	
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Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills	
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Base : Those with a landline phone (or pay line rental for their fixed broadband service)	
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Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills	
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Base : Those with fixed broadband	
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Base : Those with fixed broadband	
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Base : All respondents	
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Base : Those in a household where someone runs a business from home or is self-employed	

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Base : Those in a household where a different landline provider is used by someone who runs a business from home or is self-employed	
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Base : Those in a households where a different broadband provider is used by someone who runs a business from home or is self-employed	
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Base : All respondents	
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Base : All respondents	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	Total	GENDER		AGE									SEG					
		MALE a	FEMALE b	16-24 c	25-34 d	35-44 e	45-54 f	55-64 g	65-74 h	75+ i	25-44 j	65+ k	AB l	C1 m	C2 n	DE o	D p	E q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
North East	111 4%	57 4%	54 4%	12 5%	21 4%	20 4%	14 3%	18 5%	15 5%	12 4%	40 4%	27 4%	25 3%	28 4%	21 3%	37 6% l	20 6% l	17 6%
North West	306 11%	147 11%	159 11%	27 11%	65 12%	50 11%	64 13%	39 10%	39 12%	23 8%	114 11%	62 10%	68 9%	90 12%	67 11%	81 13% l	40 12%	41 14% l
Yorks & Humber	251 9%	121 9%	129 9%	23 9%	46 8%	41 9%	45 9%	34 9%	34 10%	29 10%	86 8%	63 10%	79 10%	67 9%	51 8%	53 9%	29 9%	24 8%
East Midlands	195 7%	95 7%	100 7%	17 7%	54 10% ik	28 6%	37 7%	26 7%	22 6%	13 4%	81 8%	34 6%	45 6%	56 7%	50 8%	44 7%	24 7%	20 7%
West Midlands	223 8%	114 8%	109 8%	23 9%	39 7%	33 7%	45 9%	32 8%	28 8%	22 8%	72 7%	50 8%	55 7%	50 7%	47 8%	70 11% lmn	44 13% lmn	26 9%
East of England	278 10%	130 10%	149 10%	27 10%	60 11%	48 10%	47 9%	41 11%	33 10%	23 8%	108 11%	56 9%	77 10%	72 10%	72 12% q	57 9%	36 11%	21 7%
London	334 12%	181 13%	153 11%	43 17% fghik	80 15% ghik	83 18% fghik	51 10%	29 8%	26 8%	22 8%	164 16% fghik	48 8%	133 17% mnopq	88 12%	54 9%	59 9%	29 9%	29 10%
South East	390 14%	187 14%	202 14%	22 9%	65 12%	65 14%	77 15% c	52 14%	51 15% c	57 20% cdegj	130 13%	108 17% cdj	134 17% opq	103 14% oq	96 16% opq	55 9%	30 9%	25 9%
South West	251 9%	111 8%	140 10%	28 11%	36 7%	38 8%	56 11% dj	39 10%	29 9%	26 9%	74 7%	54 9%	74 9%	80 11% p	50 8%	46 8%	20 6%	26 9%
Scotland	139 5%	71 5%	68 5%	12 5%	27 5%	20 4%	20 4%	22 6%	20 6%	18 6%	47 5%	38 6%	31 4%	40 5%	33 5%	36 6%	16 5%	20 7%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
Wales	223	106	117	11	43	26	38	36	31	38	68	69	40	59	56	67	33	33	
	8%	8%	8%	4%	8%	5%	7%	10%	9%	13%	7%	11%	5%	8%	9%	11%	10%	12%	
								ce	ce	cdefj		ce fj			l	l	l	l	
Northern Ireland	84	45	39	10	18	18	13	13	8	4	36	12	24	24	21	14	6	8	
	3%	3%	3%	4%	3%	4%	3%	3%	2%	2%	4%	2%	3%	3%	3%	2%	2%	3%	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																			

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**Table 1**

**QC1. REGION**

Base : All respondents

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
North East	111 4%	22 5%	53 3%	6 4%	31 7% b	30 6% gj	25 6% gj	10 3%	10 3%	6 3%	30 3%	111 5% lm	- -%	- -%	- -%	96 4%	15 4%
North West	306 11%	45 10%	180 11%	17 11%	64 14% ab	70 14% hi	43 11% hi	49 12% hi	19 6%	13 5%	113 12% hi	306 13% lmn	- -%	- -%	- -%	279 12% p	27 7%
Yorks & Humber	251 9%	55 12% bc	143 8%	8 5%	45 10%	51 10% j	35 9% j	48 12% j	45 15% fj	21 9%	50 5%	251 11% lmn	- -%	- -%	- -%	220 9%	30 8%
East Midlands	195 7%	27 6%	124 7%	7 5%	37 8%	34 7%	28 7%	25 6%	27 9%	18 8%	62 7%	195 8% lmn	- -%	- -%	- -%	159 7%	36 9%
West Midlands	223 8%	34 7%	118 7%	16 10%	54 12% ab	42 9% g	21 5%	19 5%	18 6%	14 6%	109 11% fghi	223 10% lmn	- -%	- -%	- -%	205 9% p	18 5%
East of England	278 10%	39 8%	182 11%	16 10%	41 9%	46 9%	46 12%	43 11%	31 10%	28 12%	84 9%	278 12% lmn	- -%	- -%	- -%	222 9%	56 14% o
London	334 12%	24 5%	251 15% ad	24 15% ad	35 7%	33 7%	38 9%	52 13% e	36 12% e	43 18% ef	133 14% ef	334 14% lmn	- -%	- -%	- -%	334 14% p	- -%
South East	390 14%	89 19% bcd	245 14% d	19 12%	36 8%	56 12%	57 14%	76 19% ej	48 16% j	50 21% ej	102 11%	390 17% lmn	- -%	- -%	- -%	329 14%	61 16%
South West	251 9%	45 10%	158 9%	10 6%	37 8%	33 7%	42 10%	25 6%	34 11% eg	28 11% g	89 9%	251 11% lmn	- -%	- -%	- -%	198 8%	53 13% o

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Scotland	139	26	77	12	24	28	19	16	23	9	45	-	139	-	-	114	26
	5%	6%	5%	8%	5%	6%	5%	4%	7%	4%	5%	-%	100% kmn	-%	-%	5%	7%
Wales	223	51	105	19	48	52	34	23	8	4	101	-	-	223	-	189	33
	8%	11% b	6%	12% b	10% b	11% ghi	8% hi	6% i	3%	2%	11% ghi	-%	-%	100% kln	-%	8%	9%
Northern Ireland	84	10	59	2	12	14	14	11	9	6	29	-	-	-	84	48	36
	3%	2%	3%	1%	3%	3%	4%	3%	3%	2%	3%	-%	-%	-%	100% klm	2%	9%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	Total	SERVICES AT HOME								SERVICES							
		LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
North East	111 4%	108 4%	111 4%	103 4%	96 4%	5 2%	97 4%	57 4%	38 3%	15 5%	96 4%	8 5%	103 4%	93 4%	11 5%	3 5%	5 6%
North West	306 11%	295 11%	306 11%	297 11%	279 11%	27 12%	282 11%	164 10%	120 11%	28 9%	279 11% k	9 6%	297 11% k	274 11% k	23 10%	4 6%	5 6%
Yorks & Humber	251 9%	240 9%	251 9%	227 9%	227 9%	21 9%	230 9%	135 9%	98 9%	23 7%	227 9%	23 15% ijlmn	227 9%	217 9%	11 5%	11 15% in	12 14% n
East Midlands	195 7%	191 7%	195 7%	187 7%	172 7%	19 8%	183 7%	117 7%	67 6%	23 7%	172 7%	8 5%	187 7%	168 7%	19 8%	4 6%	4 5%
West Midlands	223 8%	223 8% h	223 8% h	203 8%	180 7%	16 7%	182 7%	146 9% dfh	63 6%	42 13% jlm	180 7%	19 12% jm	203 8%	173 7%	30 13% jlm	7 10%	12 14% jlm
East of England	278 10%	253 9%	278 10%	258 10%	247 10%	15 7%	248 10%	148 9%	113 11%	31 10%	247 10%	20 13%	258 10%	235 10%	24 10%	12 18% jlm	8 9%
London	334 12%	327 12%	334 12%	323 12%	318 13%	36 16%	319 13%	217 14%	170 16% abcdf	16 5%	318 13% ikn	11 7%	323 12% in	311 13% ikn	12 5%	7 9%	5 5%
South East	390 14%	372 14%	390 14%	371 14%	334 14%	52 22% abcdfgh	337 13%	219 14%	151 14%	55 18%	334 14%	19 12%	371 14%	328 14%	42 19% o	6 8%	13 15%
South West	251 9%	232 9%	251 9%	240 9%	235 10%	15 7%	236 9%	134 9%	100 9%	16 5%	235 10% i	11 7%	240 9% i	229 10% i	11 5%	6 9%	4 5%
Scotland	139 5%	129 5%	139 5%	130 5%	121 5%	9 4%	122 5%	76 5%	50 5%	18 6%	121 5%	9 6%	130 5%	118 5%	13 6%	3 5%	6 6%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Wales	223	221	223	207	181	5	181	95	60	42	181	15	207	179	28	2	13
	8%	8%	8%	8%	7%	2%	7%	6%	6%	13%	7%	10%	8%	7%	12%	3%	15%
		egh	egh	egh	e		e	e	e	jlmo					jlmo		jlmo
Northern Ireland	84	84	84	78	78	10	78	60	43	5	78	6	78	74	4	5	1
	3%	3%	3%	3%	3%	4%	3%	4%	4%	2%	3%	4%	3%	3%	2%	7%	1%
																i	

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
North East	111 4%	5 5%	91 4%	25 3%	23 3%	6 7% h	21 6% chj	27 5%	1 1%	6 15% cdghijkl	32 3%	79 5% cj	3 3%	12 4%	46 4%	58 4%	53 4%
North West	306 11%	10 9%	265 11%	96 10%	70 11%	11 12%	38 12%	66 12%	11 12%	2 5%	118 11%	185 11%	7 7%	36 11%	124 11%	160 11%	146 11%
Yorks & Humber	251 9%	7 7%	220 9%	79 9%	45 7%	9 10%	32 10%	60 11% d	10 11%	5 12%	98 9%	152 9%	11 12%	44 13% p	105 9%	149 10% p	102 8%
East Midlands	195 7%	8 8%	164 7%	63 7%	39 6%	6 6%	23 7%	51 9%	6 7%	1 3%	75 7%	120 7%	5 5%	34 10% n	64 6%	99 7%	96 7%
West Midlands	223 8%	11 11%	169 7%	65 7%	59 9%	7 8%	20 6%	58 11% cfj	7 8%	1 1%	80 7%	143 9%	5 5%	32 9%	74 7%	106 7%	117 9%
East of England	278 10%	14 13%	230 10%	90 10%	61 9%	6 6%	25 8%	67 12%	11 11%	2 5%	107 10%	167 10%	12 12%	37 11%	109 10%	146 10%	133 10%
London	334 12%	14 13%	301 13%	88 9%	96 15% cij	15 16% ci	41 13%	69 13%	9 10%	1 2%	112 10%	220 13% cj	14 14%	35 10%	143 13%	178 12%	156 12%
South East	390 14%	16 15%	316 13%	152 16% gk	99 15% g	14 15%	39 12%	58 11%	9 10%	4 12%	175 16% g	214 13%	12 13%	34 10%	168 15% m	203 14%	187 14%
South West	251 9%	11 10%	224 10%	89 10%	44 7%	13 14% d	28 9%	47 9%	14 15% dk	5 13%	115 10% d	135 8%	11 11%	38 11%	106 9%	144 10%	107 8%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Scotland	139	7	114	59	29	2	18	22	5	2	65	74	4	11	59	70	69
	5%	6%	5%	6%	4%	2%	6%	4%	5%	4%	6%	4%	4%	3%	5%	5%	5%
Wales	223	5	173	91	50	2	29	19	8	10	102	119	11	26	88	113	109
	8%	5%	7%	10%	8%	3%	9%	3%	9%	27%	9%	7%	12%	7%	8%	8%	8%
				egk	g		g		g	cdefghijkl	eg	g	eg				
Northern Ireland	84	-	78	30	35	1	8	6	2	-	33	51	1	5	40	44	39
	3%	-%	3%	3%	5%	1%	3%	1%	2%	-%	3%	3%	2%	1%	4%	3%	3%
			a	g	cgjk						g	g					

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
North East	111	21	57	19	35	34	76	15	21	37	77	14	21	49	79	12	12
	4%	3%	3%	4%	6%	3%	4%	4%	4%	3%	4%	4%	5%	4%	4%	4%	4%
					ab												
North West	306	76	177	52	78	113	209	41	56	117	215	41	50	162	231	35	31
	11%	11%	11%	11%	12%	11%	11%	12%	12%	11%	11%	12%	11%	12%	12%	11%	10%
Yorks & Humber	251	60	152	45	54	93	183	26	42	95	190	24	37	120	174	27	27
	9%	8%	9%	9%	8%	9%	9%	7%	9%	9%	9%	7%	8%	9%	9%	8%	9%
East Midlands	195	44	109	37	49	66	130	23	42	72	132	23	40	106	148	22	17
	7%	6%	7%	8%	8%	7%	7%	6%	9%	7%	7%	7%	9%	8%	7%	7%	6%
West Midlands	223	65	159	28	35	100	176	21	26	107	178	21	24	103	162	21	20
	8%	9%	10%	6%	6%	10%	9%	6%	6%	10%	9%	6%	5%	8%	8%	7%	7%
		d	cd			gh	h			i	i						
East of England	278	61	161	57	60	88	196	30	53	98	204	26	49	127	194	27	37
	10%	9%	10%	12%	9%	9%	10%	8%	11%	9%	10%	8%	11%	9%	10%	9%	12%
London	334	57	147	94	93	86	182	78	74	93	185	74	74	209	272	27	24
	12%	8%	9%	20%	15%	9%	9%	22%	16%	9%	9%	22%	17%	15%	14%	8%	8%
				ab	ab			ef	ef			ij	ij	op	op		
South East	390	109	262	59	69	146	309	46	35	160	314	43	33	168	280	46	44
	14%	15%	16%	12%	11%	14%	16%	13%	7%	15%	16%	13%	7%	12%	14%	15%	14%
		d	d			h	h	h		i	i	i					
South West	251	76	176	29	45	102	191	21	38	110	196	19	35	123	172	32	35
	9%	11%	11%	6%	7%	10%	10%	6%	8%	10%	10%	6%	8%	9%	9%	10%	12%
		cd	cd			g	g			k	k						
Scotland	139	38	90	20	29	61	106	13	20	63	106	13	20	53	87	27	16
	5%	5%	5%	4%	5%	6%	5%	4%	4%	6%	5%	4%	4%	4%	4%	9%	5%
																mn	

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Wales	223	86	149	29	45	103	167	24	31	114	169	23	31	81	141	31	35
	8%	12%	9%	6%	7%	10%	9%	7%	7%	11%	8%	7%	7%	6%	7%	10%	12%
		bcd				h									m	mn	
Northern Ireland	84	14	28	14	42	17	34	18	32	18	34	19	31	53	61	9	7
	3%	2%	2%	3%	7%	2%	2%	5%	7%	2%	2%	5%	7%	4%	3%	3%	2%
					abc			ef	ef			ij	ij				

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
North East	111	39	56	36	43	13	17	8	29	62	2	57	31	23	7	4
	4%	4%	4%	4%	4%	3%	4%	3%	3%	4%	2%	3%	5%	5%	2%	4%
North West	306	111	148	84	105	53	68	30	101	153	4	178	66	62	23	6
	11%	13%	11%	10%	10%	14%	14%	12%	12%	11%	4%	11%	10%	12%	8%	6%
							j	j	j	j						
Yorks & Humber	251	85	121	76	97	32	50	22	86	130	5	136	67	47	22	15
	9%	10%	9%	9%	9%	8%	10%	9%	10%	9%	5%	8%	11%	9%	8%	15%
																n
East Midlands	195	78	100	49	64	31	34	10	58	103	7	123	40	32	15	6
	7%	9%	8%	6%	6%	8%	7%	4%	7%	7%	6%	7%	6%	6%	6%	6%
		cd														
West Midlands	223	51	87	81	107	29	37	22	62	104	16	136	52	35	28	7
	8%	6%	7%	10%	10%	7%	7%	8%	7%	7%	13%	8%	8%	7%	10%	7%
				ab	ab						hi					
East of England	278	85	125	76	105	48	46	30	82	125	15	175	57	46	33	4
	10%	10%	9%	9%	10%	12%	9%	12%	10%	9%	13%	11%	9%	9%	12%	4%
London	334	115	190	43	75	69	44	34	86	202	6	227	46	61	37	13
	12%	13%	14%	5%	7%	18%	9%	13%	10%	14%	5%	14%	7%	12%	14%	13%
		cd	cd			cd		j		fhj		l		l		
South East	390	97	171	135	178	40	62	39	117	175	23	231	97	61	36	17
	14%	11%	13%	17%	17%	10%	13%	15%	14%	12%	20%	14%	15%	12%	13%	17%
				abe	abe						i					
South West	251	70	118	87	111	21	40	29	75	116	21	143	57	51	38	22
	9%	8%	9%	11%	10%	6%	8%	11%	9%	8%	19%	9%	9%	10%	14%	22%
				e	e						fhi					

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 1**

**QC1. REGION**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME	
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Scotland	139	38	64	45	55	21	26	11	41	68	5	72	45	22	9	1
	5%	4%	5%	6%	5%	5%	5%	4%	5%	5%	5%	4%	7% k	4%	3%	1%
Wales	223	56	79	93	118	25	60	17	85	100	9	105	59	58	15	2
	8%	6%	6%	11% abe	11% abe	7%	12% gi	7%	10% i	7%	8%	6%	9% k	11% k	6%	2%
Northern Ireland	84	52	60	12	19	5	6	5	12	61	2	60	13	10	11	1
	3%	6% cde	5% cde	1%	2%	1%	1%	2%	1%	4% fh	2%	4%	2%	2%	4%	1%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 2**

**QC2. How would you describe the area where you live?**

Base : All respondents

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
Large City	423	217	206	49	107	95	70	42	31	27	202	59	158	119	65	80	39	41	
	15%	16%	15%	19%	19%	20%	14%	11%	9%	10%	20%	9%	20%	16%	10%	13%	12%	14%	
				ghik	fghik	fghik	k				fghik		mnpq	n					
Smaller city or large town	520	250	270	64	115	86	99	61	59	36	201	95	125	150	99	145	76	69	
	19%	18%	19%	25%	21%	18%	20%	16%	18%	13%	20%	15%	16%	20%	16%	23%	23%	24%	
				ghik	ik	i	i				ik					ln	ln	ln	
Medium town	873	448	425	81	169	142	141	128	108	105	311	213	192	240	238	203	124	79	
	31%	33%	30%	32%	30%	30%	28%	34%	32%	36%	30%	34%	24%	32%	39%	33%	38%	27%	
										f		f		l	lmq	l	lq		
Small town	579	267	312	37	95	86	124	85	80	71	181	151	162	162	129	125	53	72	
	21%	20%	22%	15%	17%	18%	24%	22%	24%	25%	18%	24%	21%	21%	21%	20%	16%	25%	
							cdej	c	cdj	cdj		cdej						p	
Rural area	390	183	207	23	68	58	74	64	55	48	126	103	151	85	88	66	37	29	
	14%	13%	15%	9%	12%	12%	15%	17%	17%	17%	12%	17%	19%	11%	14%	11%	11%	10%	
Columns Tested:		a, b	- c, d, e, f, g, h, i, j, k	- l, m, n, o, p, q				cj	c	c		cj	mnpq						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 2**

**QC2. How would you describe the area where you live?**

Base : All respondents

	Total	SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Large City	423	33	309	26	53	58	58	64	50	53	139	391	22	8	2	423	-
	15%	7%	18%	17%	12%	12%	14%	16%	16%	22%	15%	17%	16%	4%	3%	18%	-%
			ad	a	a					efj		mn	mn			p	
Smaller city or large town	520	66	307	29	116	111	72	71	55	44	167	489	16	14	*	520	-
	19%	14%	18%	19%	25%	23%	18%	18%	18%	18%	18%	21%	12%	6%	*%	22%	-%
					ab	j						lmn	n			p	
Medium town	873	159	511	54	149	155	125	118	80	60	335	717	9	118	29	873	-
	31%	34%	30%	35%	32%	32%	31%	30%	26%	25%	35%	31%	7%	53%	35%	36%	-%
											hi	l		kln	l	p	
Small town	579	121	331	30	95	101	84	74	76	36	207	447	66	49	16	579	-
	21%	26%	20%	19%	21%	21%	21%	19%	25%	15%	22%	19%	48%	22%	19%	24%	-%
		b							i		i		kmn			p	
Rural area	390	87	237	17	49	63	62	70	47	47	100	295	26	33	36	-	390
	14%	19%	14%	11%	11%	13%	15%	18%	15%	20%	11%	13%	18%	15%	43%	-%	100%
		bcd					j	j	j	ej			k		klm	o	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 2**

**QC2. How would you describe the area where you live?**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Large City	423 15%	414 15%	423 15%	413 16%	405 16%	43 19%	406 16%	279 18%	209 19%	18 6%	405 16%	10 6%	413 16%	400 17%	12 5%	5 7%	5 6%
								b	abcdf		iknop		iknop	iknop			
Smaller city or large town	520 19%	480 18%	520 19%	488 19%	458 19%	38 17%	463 19%	302 19%	176 16%	62 20%	458 19%	32 20%	488 19%	445 19%	43 19%	13 18%	19 21%
Medium town	873 31%	836 31%	873 31%	809 31%	733 30%	67 29%	749 30%	473 30%	323 30%	140 44%	733 30%	64 40%	809 31%	708 30%	100 44%	24 35%	40 45%
										jlm		jlm			jlm		jlm
Small town	579 21%	565 21%	579 21%	549 21%	515 21%	49 21%	518 21%	316 20%	217 20%	64 20%	515 21%	30 19%	549 21%	502 21%	47 21%	12 18%	17 19%
Rural area	390 14%	379 14%	390 14%	366 14%	358 14%	32 14%	360 14%	200 13%	149 14%	32 10%	358 14%	23 15%	366 14%	342 14%	25 11%	16 23%	7 8%
																ilnp	

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 2**

**QC2. How would you describe the area where you live?**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Large City	423	25	377	108	112	18	50	102	13	2	139	282	16	55	178	233	190
	15%	24% b	16%	12%	17% cij	20% ci	16%	19% cij	14%	4%	13%	17% cij	17%	16%	16%	16%	14%
Smaller city or large town	520	22	433	158	95	19	53	165	9	4	186	331	13	73	203	277	243
	19%	21%	18%	17%	15%	20%	17%	30% cdfhijkl	10%	11%	17%	20% dh	14%	21%	18%	19%	18%
Medium town	873	21	706	242	233	21	99	198	22	25	284	584	28	89	385	474	399
	31%	20%	30% a	26%	36% cehj	23%	31%	36% cehj	23%	64% cdefghijkl	26%	35% cehj	29%	26%	34% m	32% m	30%
Small town	579	17	495	219	142	22	76	64	30	3	270	305	22	72	228	301	278
	21%	16%	21% a	24% gik	22% gi	24% gi	24% gi	12%	32% dgik	7%	24% gik	18% g	23% gi	21%	20%	20%	21%
Rural area	390	22	335	201	71	12	43	22	19	6	232	158	16	55	129	184	205
	14%	21% b	14%	22% dfgk	11% g	13% g	13% gk	4%	21% dgk	14% g	21% dfgk	10% g	17% gk	16% n	11%	13%	16% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 2**

**QC2. How would you describe the area where you live?**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Large City	423	70	204	100	119	111	243	94	85	119	247	91	85	242	343	34	35
	15%	10%	12%	21%	19%	11%	12%	26%	18%	11%	12%	27%	19%	18%	17%	11%	12%
				ab	ab			efh	ef			ijl	ij	op	op		
Smaller city or large town	520	98	298	84	138	157	355	62	103	169	374	50	95	262	385	57	46
	19%	14%	18%	17%	22%	16%	18%	18%	22%	16%	19%	15%	22%	19%	19%	18%	15%
			a	a	a			e	e		i		ik				
Medium town	873	246	517	156	200	322	617	103	152	357	626	106	141	428	631	91	86
	31%	35%	31%	32%	31%	32%	32%	29%	32%	33%	31%	31%	32%	32%	32%	29%	28%
Small town	579	179	382	86	110	254	447	54	78	269	451	52	75	261	405	75	69
	21%	25%	23%	18%	17%	25%	23%	15%	17%	25%	23%	15%	17%	19%	20%	24%	23%
		cd	cd			gh	gh			kl	kl						
Rural area	390	116	265	57	68	163	296	42	52	170	302	40	47	158	239	59	68
	14%	16%	16%	12%	11%	16%	15%	12%	11%	16%	15%	12%	11%	12%	12%	18%	22%
		cd	cd			h	h			l	l					mn	mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 2**

**QC2. How would you describe the area where you live?**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Large City	423	154	245	60	96	81	53	38	102	243	11	287	56	79	55	16
	15%	18%	19%	7%	9%	21%	11%	15%	12%	17%	10%	17%	9%	16%	20%	17%
		cd	cd			cd				fh		l		l		
Smaller city or large town	520	169	259	136	189	71	94	36	150	250	13	304	99	117	47	7
	19%	19%	20%	17%	18%	18%	19%	14%	18%	18%	11%	19%	16%	23%	17%	7%
														kl	o	
Medium town	873	289	408	261	351	114	164	107	298	442	28	496	212	164	76	35
	31%	33%	31%	32%	33%	30%	33%	42%	36%	32%	24%	30%	34%	32%	28%	35%
								fij	j							
Small town	579	154	242	220	270	67	116	53	187	267	23	331	152	96	48	19
	21%	18%	18%	27%	25%	17%	24%	21%	22%	19%	20%	20%	24%	19%	18%	19%
				abe	abe		i						km			
Rural area	390	111	166	140	172	52	64	23	97	195	40	224	112	53	49	22
	14%	13%	13%	17%	16%	13%	13%	9%	12%	14%	35%	14%	18%	10%	18%	23%
				ab	b					q	fahi		km			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 3**

**S1. Which of the following best describes your personal involvement in deciding which landline or broadband supplier to use at home? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Solely responsible	1299	675	624	74	209	216	237	183	184	196	425	380	321	357	288	332	145	187
	47%	49%	44%	29%	38%	46%	47%	48%	55%	68%	42%	61%	41%	47%	46%	54%	44%	64%
		b				cd	cd	cdj	cdefj	cdefghjk	c	cdefgj		l		lmnp		lmnop
Jointly responsible with someone else	1485	689	796	179	345	252	270	197	151	91	596	242	466	399	331	287	184	103
	53%	51%	56%	71%	62%	54%	53%	52%	45%	32%	58%	39%	59%	53%	54%	46%	56%	36%
			a	efghijk	efghik	hik	hik	ik	i		ghik	i	moq	oq	oq	q	oq	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 3**

**S1. Which of the following best describes your personal involvement in deciding which landline or broadband supplier to use at home? (SINGLE CODE)**

Base : All respondents

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Solely responsible	1299	271	695	109	222	323	197	165	99	103	412	1081	66	119	33	1127	172
	47%	58%	41%	70%	48%	66%	49%	41%	32%	43%	43%	46%	47%	54%	39%	47%	44%
		bd		abd	b	fghij	gh	h		h	h						
Jointly responsible with someone else	1485	196	1001	47	241	166	203	233	209	138	536	1257	73	103	51	1267	218
	53%	42%	59%	30%	52%	34%	51%	59%	68%	57%	57%	54%	53%	46%	61%	53%	56%
		c	acd		ac		e	ef	efgij	e	e						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 3**

**S1. Which of the following best describes your personal involvement in deciding which landline or broadband supplier to use at home? (SINGLE CODE)**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Solely responsible	1299	1259	1299	1179	1081	91	1091	648	416	218	1081	120	1179	1034	144	46	74
	47%	47%	47%	45%	44%	40%	44%	41%	39%	69%	44%	76%	45%	43%	64%	66%	83%
		dfgh	gh	gh	h		h			jlm		jlmn			jlm	jlm	ijlmno
Jointly responsible with someone else	1485	1415	1485	1446	1388	139	1404	921	657	97	1388	39	1446	1364	82	24	15
	53%	53%	53%	55%	56%	60%	56%	59%	61%	31%	56%	24%	55%	57%	36%	34%	17%
					a		a	abc	abcdf	p	iknop		iknop	iknop	kp	p	

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 3**

**S1. Which of the following best describes your personal involvement in deciding which landline or broadband supplier to use at home? (SINGLE CODE)**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Solely responsible	1299	60	1018	467	290	42	141	235	50	22	559	738	50	176	487	663	636
	47%	55%	43%	50%	44%	46%	44%	43%	53%	57%	50%	44%	53%	51%	43%	45%	48%
		b		dgk							dgk			n			n
Jointly responsible with someone else	1485	48	1328	460	362	49	180	315	44	17	554	922	45	169	636	805	679
	53%	45%	57%	50%	56%	54%	56%	57%	47%	43%	50%	56%	47%	49%	57%	55%	52%
			a		cj			cj				cj			mp		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 3**

**S1. Which of the following best describes your personal involvement in deciding which landline or broadband supplier to use at home? (SINGLE CODE)**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Solely responsible	1299	346	803	223	273	492	945	150	204	537	962	145	192	554	874	164	140
	47%	49%	48%	46%	43%	49%	48%	42%	43%	49%	48%	43%	43%	41%	44%	52% mn	46%
Jointly responsible with someone else	1485	362	864	259	362	516	1013	205	266	548	1039	194	252	798	1129	152	164
	53%	51%	52%	54%	57%	51%	52%	58%	57%	51%	52%	57%	57%	59% o	56% o	48%	54%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 3**

**S1. Which of the following best describes your personal involvement in deciding which landline or broadband supplier to use at home? (SINGLE CODE)**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Solely responsible	1299	378	560	445	549	189	237	138	418	586	52	733	368	199	123	28
	47%	43%	42%	55%	51%	49%	48%	54%	50%	42%	45%	45%	58%	39%	45%	28%
				ab	ab	b	i	i	i			m	km		o	
Jointly responsible with someone else	1485	500	759	371	529	196	254	119	415	812	63	910	264	311	153	71
	53%	57%	58%	45%	49%	51%	52%	46%	50%	58%	55%	55%	42%	61%	55%	72%
		cd	cde							fgh		l		kl		n

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 4**

**S2. RESPONDENT'S GENDER**

Base : All respondents

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
Male	1364	1364	-	125	235	201	238	217	198	152	435	350	421	331	342	270	149	122	
	49%	100%	-%	49%	42%	43%	47%	57%	59%	53%	43%	56%	53%	44%	55%	44%	45%	42%	
		b						defj	cdefj	dej		defj	mopq		mopq				
Female	1420	-	1420	129	319	266	269	164	137	136	586	272	366	426	276	349	180	169	
	51%	-%	100%	51%	58%	57%	53%	43%	41%	47%	57%	44%	47%	56%	45%	56%	55%	58%	
			a	h	ghik	ghik	ghk				ghik			ln		ln	ln	ln	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 4**

**S2. RESPONDENT'S GENDER**

Base : All respondents

	Total	SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Male	1364	282	812	67	203	222	195	205	163	131	448	1143	71	106	45	1182	183
	49%	61% bcd	48%	43%	44%	45%	49%	51%	53%	54% e	47%	49%	51%	47%	54%	49%	47%
Female	1420	184	884	88	260	267	205	193	145	110	499	1196	68	117	39	1213	207
	51%	39%	52% a	57% a	56% a	55% i	51%	49%	47%	46%	53%	51%	49%	53%	46%	51%	53%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 4**

**S2. RESPONDENT'S GENDER**

Base : All respondents

	Total	SERVICES AT HOME								SERVICES							
		LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Male	1364	1320	1364	1285	1216	112	1232	778	547	148	1216	79	1285	1176	109	40	39
	49%	49%	49%	49%	49%	49%	49%	50%	51%	47%	49%	50%	49%	49%	48%	57%	44%
Female	1420	1355	1420	1340	1252	118	1263	791	526	168	1252	80	1340	1222	118	30	50
	51%	51%	51%	51%	51%	51%	51%	50%	49%	53%	51%	50%	51%	51%	52%	43%	56%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 4**

**S2. RESPONDENT'S GENDER**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Male	1364	60	1152	485	290	34	165	257	55	20	573	786	53	161	578	739	626
	49%	55%	49%	52% dek	45%	37%	51% e	47%	59% degk	51%	52% dek	47%	56% e	47%	51%	50%	48%
Female	1420	48	1194	443	361	58	156	293	38	19	539	874	42	185	546	730	690
	51%	45%	51%	48%	55% chj	63% cfhjl	49%	53% h	41%	49%	48%	53% chj	44%	53%	49%	50%	52%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 4**

**S2. RESPONDENT'S GENDER**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Male	1364	357	825	238	301	527	969	166	229	563	992	154	219	661	986	150	150
	49%	50%	49%	49%	47%	52%	49%	47%	49%	52%	50%	45%	49%	49%	49%	47%	49%
Female	1420	351	842	244	333	481	989	190	241	523	1009	185	225	691	1017	167	155
	51%	50%	51%	51%	53%	48%	51%	53%	51%	48%	50%	55%	51%	51%	51%	53%	51%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 4**

**S2. RESPONDENT'S GENDER**

Base : All respondents

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE																MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS										
																TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES							OTHER NOT WORKING											
																TO GET BROADBAND		MORE RELIABLE THAN MOBILE																
																TO MAKE CALLS		TO RECEIVE CALLS																
																STRONGLY AGREE		STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK														
																AGREE		DISAGREE	TOTAL DISAGREE	DK	MAKE CALLS		RECEIVE CALLS											
																a		b	c	d	e	f		g	h		i	j	k		l	m	n	o
Significance Level: 95%	Total	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95																		
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95																		
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83																		
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99																		
Male	1364	428	641	377	530	193	237	110	388	716	49	832	358	174	125	60																		
	49%	49%	49%	46%	49%	50%	48%	43%	47%	51%	42%	51%	57%	34%	46%	61%																		
										gh		m	km			n																		
Female	1420	450	678	439	549	193	254	146	445	682	67	811	273	335	150	39																		
	51%	51%	51%	54%	51%	50%	52%	57%	53%	49%	58%	49%	43%	66%	54%	39%																		
								i	i			l		kl	o																			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
16 - 17	13	6	7	13	-	-	-	-	-	-	-	-	4	3	1	5	5	-	
	*%	*%	*%	5%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	1%	2%	-%	
				defghijk													nq		
18 - 24	240	118	122	240	-	-	-	-	-	-	-	-	48	84	40	68	44	24	
	9%	9%	9%	95%	-%	-%	-%	-%	-%	-%	-%	-%	6%	11%	7%	11%	13%	8%	
				defghijk										ln		ln	ln		
25 - 34	554	235	319	-	554	-	-	-	-	-	554	-	133	177	126	118	69	49	
	20%	17%	22%	-%	100%	-%	-%	-%	-%	-%	54%	-%	17%	23%	20%	19%	21%	17%	
			a		cefgghijk						cefgghik			lq					
35 - 44	467	201	266	-	-	467	-	-	-	-	467	-	178	112	94	83	59	24	
	17%	15%	19%	-%	-%	100%	-%	-%	-%	-%	46%	-%	23%	15%	15%	13%	18%	8%	
			a			cdfghijk					cdfghik		mnoq	q	q	q	q		
45 - 54	507	238	269	-	-	-	507	-	-	-	-	-	142	149	112	103	65	38	
	18%	17%	19%	-%	-%	-%	100%	-%	-%	-%	-%	-%	18%	20%	18%	17%	20%	13%	
						cdeghijk								q			q		
55 - 64	380	217	164	-	-	-	-	380	-	-	-	-	106	89	99	86	44	42	
	14%	16%	12%	-%	-%	-%	-%	100%	-%	-%	-%	-%	13%	12%	16%	14%	13%	14%	
		b				cdefhijk								m					
65 - 74	334	198	137	-	-	-	-	-	334	-	-	334	111	75	72	78	23	55	
	12%	15%	10%	-%	-%	-%	-%	-%	100%	-%	-%	54%	14%	10%	12%	13%	7%	19%	
		b							cdefgijk			cdefgij	mp		p	p		mnp	
75 - 84	248	140	108	-	-	-	-	-	-	248	-	248	59	62	63	64	17	47	
	9%	10%	8%	-%	-%	-%	-%	-%	-%	86%	-%	40%	8%	8%	10%	10%	5%	16%	
		b								cdefghjk		cdefghj			p	p		lmnop	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
85+	40	12	28	-	-	-	-	-	-	40	-	40	7	6	12	15	2	13
	1%	1%	2%	-%	-%	-%	-%	-%	-%	14%	-%	6%	1%	1%	2%	2%	1%	4%
			a							cdefghjk		cdefghj				lm		lmp
AGE SUMMARY																		
16 - 24	253	125	129	253	-	-	-	-	-	-	-	-	51	87	42	73	49	24
	9%	9%	9%	100%	-%	-%	-%	-%	-%	-%	-%	-%	7%	12%	7%	12%	15%	8%
			defghijk											ln		ln	lnq	
25 - 44	1021	435	586	-	554	467	-	-	-	-	1021	-	311	289	219	201	128	73
	37%	32%	41%	-%	100%	100%	-%	-%	-%	-%	100%	-%	40%	38%	35%	32%	39%	25%
			a		cfghik	cfghik					cfghik		oq	oq	q	q	q	
45 - 64	887	455	433	-	-	-	507	380	-	-	-	-	248	238	211	189	110	79
	32%	33%	30%	-%	-%	-%	100%	100%	-%	-%	-%	-%	31%	31%	34%	31%	33%	27%
							cdehijk	cdehijk										
65+	622	350	272	-	-	-	-	-	334	288	-	622	177	143	146	156	42	114
	22%	26%	19%	-%	-%	-%	-%	-%	100%	100%	-%	100%	22%	19%	24%	25%	13%	39%
		b							cdefgj	cdefgj		cdefgj	p	p	p	mp		lmnop
75+	288	152	136	-	-	-	-	-	-	288	-	288	66	68	75	78	19	59
	10%	11%	10%	-%	-%	-%	-%	-%	-%	100%	-%	46%	8%	9%	12%	13%	6%	20%
									cdefghjk		cdefghj				lp	lmp		lmnop
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	Total	SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
16 - 17	13 *%	- -%	8 *%	- -%	5 1% a	1 *%	- -%	2 *%	1 *%	- -%	9 1%	12 1%	1 1%	- -%	- -%	13 1%	- -%
18 - 24	240 9%	- -%	172 10% ac	- -%	68 15% abc	48 10%	27 7%	27 7%	28 9%	13 5%	98 10% i	209 9%	10 7%	11 5%	10 12%	217 9% p	23 6%
25 - 34	554 20%	- -%	436 26% ac	- -%	118 26% ac	83 17%	92 23% ej	98 25% ej	61 20%	52 21%	168 18%	466 20%	27 20%	43 19%	18 21%	486 20%	68 17%
35 - 44	467 17%	- -%	384 23% acd	- -%	83 18% ac	69 14%	66 16%	67 17%	76 25% efgj	67 28% efgj	122 13%	404 17%	20 14%	26 11%	18 21%	409 17%	58 15%
45 - 54	507 18%	- -%	403 24% ac	- -%	103 22% ac	72 15%	59 15%	86 22% efj	79 26% efj	56 23% efj	155 16%	436 19%	20 15%	38 17%	13 16%	434 18%	74 19%
55 - 64	380 14%	- -%	293 17% ac	- -%	86 19% ac	61 13%	57 14%	54 14%	40 13%	32 13%	136 14%	309 13%	22 15%	36 16%	13 15%	316 13%	64 16%
65 - 74	334 12%	257 55% bd	- -%	78 50% bd	- -%	66 13% hi	62 15% ghi	40 10%	18 6%	19 8%	130 14% hi	276 12%	20 14%	31 14%	8 9%	279 12%	55 14%
75 - 84	248 9%	185 40% bd	- -%	64 41% bd	- -%	76 16% fghij	33 8% hi	23 6% hi	6 2%	3 1%	107 11% ghi	191 8%	15 11%	37 17% kn	4 5%	209 9%	39 10%
85+	40 1%	25 5% bd	- -%	15 9% bd	- -%	13 3% ghi	5 1%	1 *%	- -%	- -%	21 2% ghi	35 2%	3 2%	1 1%	- -%	30 1%	9 2%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	Total	SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
<b>AGE SUMMARY</b>																	
16 - 24	253 9%	- -%	180 11% ac	- -%	73 16% abc	49 10%	27 7%	28 7%	29 9%	13 5%	107 11% fgi	221 9%	12 8%	11 5%	10 12%	231 10% p	23 6%
25 - 44	1021 37%	- -%	819 48% ac	- -%	201 43% ac	152 31%	158 39% ej	165 41% ej	137 44% ej	119 49% efj	291 31%	870 37%	47 34%	68 31%	36 43%	895 37%	126 32%
45 - 64	887 32%	- -%	696 41% ac	- -%	189 41% ac	133 27%	116 29%	141 35% e	119 39% efj	87 36% e	291 31%	745 32%	42 30%	74 33%	26 31%	750 31%	138 35%
65+	622 22%	466 100% bd	- -%	156 100% bd	- -%	154 32% fghi	100 25% ghi	64 16% hi	24 8%	22 9%	258 27% ghi	503 21% kn	38 28% kn	69 31% kn	12 14%	519 22%	103 27% o
75+	288 10%	210 45% bd	- -%	78 50% bd	- -%	89 18% fghij	38 9% hi	24 6% hi	6 2%	3 1%	128 14% ghi	227 10%	18 13%	38 17% kn	4 5%	239 10%	48 12%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
16 - 17	13 *%	12 *%	13 *%	13 1%	12 *%	3 1%	12 *%	8 *%	7 1%	2 *%	12 *%	- -%	13 1%	12 *%	2 1%	- -%	- -%
18 - 24	240 9%	196 7%	240 9%	240 9%	232 9%	28 12%	233 9%	145 9%	116 11%	8 3%	232 9%	- -%	240 9%	232 10%	8 4%	- -%	- -%
				a	a	a	a	a	a	k	iknop		iknop	iknop	k		
25 - 34	554 20%	516 19%	554 20%	547 21%	525 21%	45 20%	532 21%	329 21%	268 25%	29 9%	525 21%	7 4%	547 21%	521 22%	27 12%	5 7%	2 2%
									abdcfg	p	iknop		iknop	iknop	kp		
35 - 44	467 17%	452 17%	467 17%	459 17%	443 18%	44 19%	445 18%	297 19%	222 21%	24 8%	443 18%	8 5%	459 17%	437 18%	22 10%	7 10%	1 2%
									abc		iknp		iknp	iknp	p	p	
45 - 54	507 18%	501 19%	507 18%	494 19%	472 19%	49 21%	475 19%	327 21%	214 20%	36 11%	472 19%	13 8%	494 19%	464 19%	30 13%	7 11%	6 7%
											ikp		ikp	iknp			
55 - 64	380 14%	377 14%	380 14%	356 14%	346 14%	35 15%	351 14%	215 14%	127 12%	34 11%	346 14%	24 15%	356 14%	331 14%	25 11%	15 21%	9 10%
															in		
65 - 74	334 12%	333 12%	334 12%	300 11%	279 11%	17 7%	283 11%	162 10%	80 7%	55 18%	279 11%	34 22%	300 11%	259 11%	41 18%	20 28%	14 16%
		eh	h	h	h		h	h		jlm		jlm			jlm	jlm	
75 - 84	248 9%	248 9%	248 9%	194 7%	145 6%	9 4%	149 6%	79 5%	35 3%	104 33%	145 6%	54 34%	194 7%	131 5%	63 28%	14 19%	41 46%
		cdefgh	defgh	dgh	h		h			jlm		jlm	jm		jlm	jlm	ijlmno
85+	40 1%	40 1%	40 1%	22 1%	15 1%	- -%	15 1%	8 *%	3 *%	25 8%	15 1%	18 11%	22 1%	12 1%	10 4%	3 4%	15 17%
		cdgh	dgh							jlm		jlmn			jlm	jlm	ijlmno

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
<b>AGE SUMMARY</b>																	
16 - 24	253 9%	208 8%	253 9%	253 10% a	244 10% a	30 13% a	245 10% a	153 10% a	123 11% ab	10 3% k	244 10% iknop	- -%	253 10% iknop	244 10% iknop	10 4% k	- -%	- -%
25 - 44	1021 37%	968 36%	1021 37%	1006 38%	969 39% a	90 39%	977 39% a	626 40% a	490 46% abcdfg	52 17% p	969 39% iknop	15 9%	1006 38% iknop	957 40% iknop	49 22% kp	12 16% p	3 4%
45 - 64	887 32%	877 33%	887 32%	850 32%	818 33%	84 36%	827 33%	542 35%	342 32%	70 22%	818 33% iknp	38 24%	850 32% iknp	795 33% iknp	55 24%	23 32% p	15 17%
65+	622 22%	621 23% cdefgh	622 22% cdefgh	516 20% egh	439 18% eh	26 11%	447 18% eh	249 16% h	118 11%	183 58% jlm	439 18% jlmno	107 67% jlmno	516 20% m	402 17% jlm	113 50% jlm	36 52% jlm	70 79% ijlmno
75+	288 10%	288 11% cdefgh	288 10% cdefgh	215 8% dfgh	160 6% h	9 4%	164 7% h	87 6% h	38 4%	128 41% jlmo	160 6% jlmo	72 45% jlmo	215 8% jm	143 6% jm	72 32% jlm	17 23% jlm	56 63% ijklmno
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
16 - 17	13 *%	- -%	12 1%	4 *%	- -%	- -%	3 1% d	7 1% dj	- -%	- -%	4 *%	10 1%	- -%	- -%	7 1%	7 *%	6 *%
18 - 24	240 9%	4 4%	226 10% a	71 8%	67 10% l	8 9%	38 12% cjl	44 8%	6 6%	3 7%	84 8%	154 9%	3 3%	43 12% no	62 6%	105 7%	135 10% no
25 - 34	554 20%	13 12%	508 22% a	139 15%	174 27% cfijkl	26 28% cfijl	56 17%	123 22% cj	17 18%	4 10%	181 16%	370 22% cj	13 14%	90 26% no	163 15%	254 17%	300 23% no
35 - 44	467 17%	13 12%	427 18% a	122 13%	144 22% cegiij	11 12%	55 17%	87 16%	22 23% cij	2 5%	156 14%	308 19% cij	19 20% i	76 22% p	216 19% p	292 20% p	175 13%
45 - 54	507 18%	25 23%	446 19%	158 17%	113 17%	20 21%	54 17%	122 22% cj	16 17%	5 12%	193 17%	313 19%	18 19%	51 15%	236 21% mp	287 20%	220 17%
55 - 64	380 14%	24 22% b	320 14%	136 15%	75 12%	10 11%	50 15%	80 15%	10 10%	5 13%	156 14%	224 13%	14 14%	50 14%	178 16% p	227 15% p	153 12%
65 - 74	334 12%	22 20% b	255 11%	147 16% degk	53 8%	6 6%	39 12%	54 10%	14 15% d	8 21% degk	167 15% degk	165 10%	11 11%	20 6%	152 14% m	172 12% m	162 12% m
75 - 84	248 9%	6 6%	137 6%	126 14% dfgk	24 4%	10 11% dg	23 7% d	28 5%	10 10% d	10 26% cdefghjk	146 13% dfgk	102 6% d	17 18% dfgk	12 4%	94 8% m	107 7% m	142 11% mo
85+	40 1%	1 1%	14 1%	24 3% dgk	2 *%	1 1%	4 1%	5 1%	- -%	2 5% dghk	25 2% dk	15 1%	1 2%	2 *%	15 1%	17 1%	23 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
<b>AGE SUMMARY</b>																	
16 - 24	253 9%	4 4%	238 10% a	74 8%	67 10% l	8 9%	40 13% cjl	51 9%	6 6%	3 7%	88 8%	164 10% l	3 3%	43 12% no	70 6%	113 8%	141 11% no
25 - 44	1021 37%	26 24%	935 40% a	262 28%	318 49% cfgijkl	37 40% ci	110 34% i	210 38% cij	38 41% cij	6 16%	337 30%	677 41% cfij	32 34% i	167 48% nop	379 34%	546 37%	475 36%
45 - 64	887 32%	49 45% b	766 33%	293 32%	188 29%	30 33%	104 32%	202 37% dj	25 27%	10 26%	349 31%	537 32%	31 33%	101 29%	414 37% mp	515 35% p	373 28%
65+	622 22%	29 27% b	407 17%	298 32% defgk	79 12%	16 18%	66 21% d	86 16%	24 26% dgk	20 52% cdefghijkl	339 30% defgk	281 17% d	29 30% dgk	34 10%	261 23% m	295 20% m	327 25% mo
75+	288 10%	7 7%	152 6%	151 16% dfgk	26 4%	11 12% d	27 8% d	32 6%	10 10% d	12 31% cdefghijk	171 15% dfgk	116 7% d	18 19% dfgk	14 4%	109 10% m	123 8% m	165 13% mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
16 - 17	13	2	9	3	2	6	10	-	3	6	12	-	2	11	12	-	2
	9%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	0%	0%
18 - 24	240	36	96	36	109	51	116	29	95	56	120	25	95	169	215	8	17
	9%	5%	6%	7%	17%	5%	6%	8%	20%	5%	6%	8%	21%	12%	11%	3%	5%
				abc				efg					ijk	op	op		
25 - 34	554	72	211	103	240	104	246	103	204	108	256	102	196	362	466	28	53
	20%	10%	13%	21%	38%	10%	13%	29%	44%	10%	13%	30%	44%	27%	23%	9%	17%
				ab	abc			ef	efg		i	ij	ijk	nop	op		o
35 - 44	467	91	231	103	133	147	299	87	81	156	309	86	73	293	389	38	32
	17%	13%	14%	21%	21%	15%	15%	24%	17%	14%	15%	25%	16%	22%	19%	12%	10%
				ab	ab			efh				ijl		op	op		
45 - 54	507	112	303	106	98	162	380	64	63	186	388	64	56	256	398	57	39
	18%	16%	18%	22%	15%	16%	19%	18%	13%	17%	19%	19%	13%	19%	20%	18%	13%
				ad			eh				l	l		p	p		
55 - 64	380	125	275	68	37	182	325	37	18	193	330	33	17	135	253	53	49
	14%	18%	17%	14%	6%	18%	17%	10%	4%	18%	17%	10%	4%	10%	13%	17%	16%
		d	d	d		gh	gh	h		kl	kl	l			m	m	m
65 - 74	334	139	280	43	12	187	306	25	4	199	309	21	4	86	180	65	55
	12%	20%	17%	9%	2%	19%	16%	7%	1%	18%	15%	6%	1%	6%	9%	20%	18%
		cd	cd	d		gh	gh	h		kl	kl	l			m	mn	mn
75 - 84	248	117	223	20	5	147	237	9	2	160	238	8	2	38	81	59	54
	9%	16%	13%	4%	1%	15%	12%	3%	0%	15%	12%	2%	0%	3%	4%	18%	18%
		cd	cd	d		gh	gh	h		kl	kl	l			mn		mn
85+	40	13	40	-	-	21	38	2	-	22	40	-	-	3	8	8	5
	1%	2%	2%	0%	0%	2%	2%	0%	0%	2%	2%	0%	0%	0%	0%	3%	2%
		cd	cd			h	h			kl	kl					mn	mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
<b>AGE SUMMARY</b>																	
16 - 24	253 9%	39 5%	104 6%	38 8%	111 17% abc	57 6%	127 6%	29 8%	98 21% efg	62 6%	132 7%	25 8%	96 22% ijk	180 13% op	227 11% op	8 3%	18 6%
25 - 44	1021 37%	164 23%	443 27%	206 43% ab	372 59% abc	251 25%	545 28%	190 53% ef	286 61% ef	264 24%	565 28% i	188 55% ij	269 61% ij	655 48% nop	855 43% op	66 21%	84 28%
45 - 64	887 32%	237 33% d	579 35% d	175 36% d	134 21%	344 34% h	706 36% gh	101 28% h	80 17%	379 35% kl	718 36% kl	96 28% l	73 16%	391 29% m	652 33% m	110 35%	88 29%
65+	622 22%	269 38% bcd	542 33% cd	63 13% d	17 3%	355 35% fgh	581 30% gh	36 10% h	6 1%	380 35% jkl	587 29% kl	30 9% l	6 1%	127 9% m	269 13% m	132 42% mn	115 38% mn
75+	288 10%	130 18% cd	262 16% cd	20 4% d	5 1%	169 17% gh	275 14% gh	11 3% h	2 *% h	182 17% jkl	278 14% kl	8 2% l	2 *% l	41 3% mn	89 4% mn	67 21% mn	60 20% mn
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
16 - 17	13 *%	7 1%	9 1%	1 *%	3 *%	2 1%	3 1%	- -%	3 *%	8 1%	- -%	- -%	- -%	13 3% kl	- -%	- -%
18 - 24	240 9%	125 14% cde	173 13% cde	18 2%	35 3%	32 8% cd	28 6%	12 5%	45 5%	165 12% fgh	9 8%	141 9% l	2 *%	97 19% kl	20 7%	4 4%
25 - 34	554 20%	274 31% cde	383 29% cde	43 5%	94 9% c	77 20% cd	44 9%	29 11%	87 10%	395 28% fghj	15 13%	430 26% l	- -%	124 24% l	55 20%	11 11%
35 - 44	467 17%	170 19% cd	272 21% cd	89 11%	123 11%	72 19% cd	49 10%	40 15% f	106 13%	281 20% fh	14 12%	395 24% lm	1 *%	71 14% l	72 26%	26 26%
45 - 54	507 18%	166 19%	248 19%	135 17%	189 18%	71 18%	78 16%	42 16%	135 16%	262 19%	20 18%	405 25% lm	10 2%	92 18% l	85 31%	30 30%
55 - 64	380 14%	80 9%	132 10%	143 18% ab	189 18% ab	59 15% ab	67 14%	41 16%	120 14%	162 12%	23 20% i	220 13%	92 15%	68 13%	31 11%	18 18%
65 - 74	334 12%	43 5%	74 6%	180 22% abe	220 20% abe	40 10% ab	98 20% i	49 19% i	153 18% i	92 7%	22 19% i	45 3%	272 43% km	17 3%	10 4%	12 12% n
75 - 84	248 9%	12 1%	25 2%	175 21% abe	193 18% abe	30 8% ab	106 21% gij	36 14% i	154 18% i	32 2%	12 10% i	7 *%	218 35% km	23 5% k	2 1%	- -%
85+	40 1%	2 *%	4 *%	31 4% abe	33 3% abe	2 1%	21 4% ij	9 3% i	31 4% i	1 *%	- -%	- -%	37 6% km	3 1% k	- -%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 5**

**S3. RESPONDENT'S AGE**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
AGE SUMMARY																
16 - 24	253 9%	132 15% cde	181 14% cde	20 2%	37 3%	35 9% cd	31 6%	12 5%	48 6%	173 12% fgh	9 8%	141 9% l	2 *%	111 22% kl	20 7%	4 4%
25 - 44	1021 37%	444 51% cde	655 50% cde	133 16%	217 20% c	149 39% cd	92 19%	68 27% f	193 23%	676 48% fghj	29 25%	825 50% lm	1 *%	195 38% l	127 46%	37 37%
45 - 64	887 32%	246 28%	380 29%	278 34% ab	378 35% ab	130 34%	144 29%	82 32%	254 31%	423 30%	43 37%	625 38% lm	102 16%	160 31% l	116 42%	47 48%
65+	622 22%	57 6%	103 8%	386 47% abde	446 41% abe	72 19% ab	224 46% gij	95 37% i	338 41% ij	125 9%	34 30% i	52 3%	527 83% km	43 9% k	12 4%	12 12% n
75+	288 10%	14 2%	29 2%	206 25% abde	226 21% abe	32 8% ab	126 26% gij	45 18% i	185 22% ij	33 2%	12 10% i	7 *%	255 40% km	26 5% k	2 1%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 6**

**S4. SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
A	85	54	31	10	10	15	15	7	16	12	25	27	85	-	-	-	-	-	
	3%	4%	2%	4%	2%	3%	3%	2%	5%	4%	2%	4%	11%	-%	-%	-%	-%	-%	
		b								dgj			dgj	mnopq					
B	703	368	335	41	123	164	126	99	95	55	287	150	703	-	-	-	-	-	
	25%	27%	24%	16%	22%	35%	25%	26%	28%	19%	28%	24%	89%	-%	-%	-%	-%	-%	
						cdfgijk	c	ci	ci		cdi	c	mnopq						
C1	756	331	426	87	177	112	149	89	75	68	289	143	-	756	-	-	-	-	
	27%	24%	30%	34%	32%	24%	29%	23%	22%	24%	28%	23%	-%	100%	-%	-%	-%	-%	
			a	eghik	eghik		hk				hk		Inopq						
C2	619	342	276	42	126	94	112	99	72	75	219	146	-	-	619	-	-	-	
	22%	25%	19%	17%	23%	20%	22%	26%	21%	26%	21%	24%	-%	-%	100%	-%	-%	-%	
		b						c		c		c			lmopq				
D	328	149	180	49	69	59	65	44	23	19	128	42	-	-	-	328	328	-	
	12%	11%	13%	19%	13%	13%	13%	12%	7%	6%	13%	7%	-%	-%	-%	53%	100%	-%	
				defghijk	hik	hik	hik	hik			hik					lmnq	lmnoq		
E	290	122	169	24	49	24	38	42	55	59	73	114	-	-	-	290	-	290	
	10%	9%	12%	10%	9%	5%	7%	11%	16%	21%	7%	18%	-%	-%	-%	47%	-%	100%	
			a	e	e			ej	cdefgj	cdefgj		cdefgj				lmnp		lmnop	
Refused	3	-	3	-	-	1	1	1	-	-	1	-	-	-	-	-	-	-	
	*%	-%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	
SUMMARY																			
AB	787	421	366	51	133	178	142	106	111	66	311	177	787	-	-	-	-	-	
	28%	31%	26%	20%	24%	38%	28%	28%	33%	23%	31%	28%	100%	-%	-%	-%	-%	-%	
		b				cdfgijk			cdi		cdi	c	mnopq						
DE	619	270	349	73	118	83	103	86	78	78	201	156	-	-	-	619	328	290	
	22%	20%	25%	29%	21%	18%	20%	23%	23%	27%	20%	25%	-%	-%	-%	100%	100%	100%	
			a	efj						efj		ej				lmn	lmn	lmn	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 6**

**S4. SOCIO-ECONOMIC GROUP**

Base : All respondents

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
A	85 3%	27 6% bcd	57 3% cd	- -%	- -%	4 1%	5 1%	9 2%	11 3% e	38 16% efghj	18 2%	71 3%	5 4%	7 3%	1 2%	63 3%	22 6% o
B	703 25%	150 32% cd	553 33% cd	- -%	- -%	33 7%	80 20% e	111 28% efj	139 45% efgj	131 54% efgj	209 22% e	620 27% lm	26 19%	33 15%	23 28% m	573 24%	129 33% o
C1	756 27%	143 31% cd	613 36% acd	- -%	- -%	90 18%	116 29% e	135 34% ei	86 28% e	52 21%	278 29% ei	634 27%	40 28%	59 27%	24 28%	671 28% p	85 22%
C2	619 22%	146 31% cd	472 28% cd	- -%	- -%	101 21% i	111 28% ehi	107 27% ehi	56 18% i	17 7%	226 24% i	508 22%	33 24%	56 25%	21 26%	531 22%	88 23%
D	328 12%	- -%	- -%	42 27% ab	287 62% abc	102 21% fghij	61 15% ghi	29 7% i	14 5%	4 2%	118 12% ghi	273 12%	16 11%	33 15%	6 7%	292 12%	37 9%
E	290 10%	- -%	- -%	114 73% abd	176 38% ab	159 32% fghij	27 7% ghi	7 2%	2 1%	- -%	95 10% ghi	229 10%	20 14% k	33 15%	8 10%	261 11%	29 7%
Refused	3 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	3 *%	3 *%	- -%	- -%	- -%	3 *%	- -%
<b>SUMMARY</b>																	
AB	787 28%	177 38% cd	610 36% cd	- -%	- -%	37 8%	85 21% e	120 30% efj	150 49% efgj	169 70% efghj	227 24% e	692 30% lm	31 22%	40 18%	24 29%	636 27%	151 39% o
DE	619 22%	- -%	- -%	156 100% ab	463 100% ab	261 53% fghij	88 22% ghi	36 9% i	16 5%	4 2%	213 23% ghi	502 21%	36 26%	67 30% k	14 17%	553 23% p	66 17%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 6**

**S4. SOCIO-ECONOMIC GROUP**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
A	85 3%	80 3%	85 3%	84 3%	78 3%	7 3%	78 3%	53 3%	46 4%	6 2%	78 3%	1 1%	84 3%	78 3%	6 3%	1 1%	- -%
B	703 25%	678 25%	703 25%	671 26%	659 27%	87 38% abcfg	664 27%	411 26%	349 33% abcfg	44 14%	659 27% inp	32 20% inp	671 26% inp	638 27% inp	33 14%	20 28% inp	12 13%
C1	756 27%	715 27%	756 27%	729 28%	701 28%	67 29%	709 28%	418 27%	327 30% a	55 17%	701 28% iknp	27 17%	729 28% iknp	687 29% iknp	43 19%	14 21%	12 14%
C2	619 22%	602 23%	619 22%	588 22%	522 21%	42 18%	528 21%	357 23%	212 20%	97 31% jklmo	522 21%	31 20%	588 22% o	514 21%	74 33% jklmo	8 12%	23 26% o
D	328 12%	314 12% eh	328 12% eh	306 12% eh	280 11% eh	10 4%	283 11% eh	202 13% eh	85 8%	49 15%	280 11%	22 14%	306 12%	269 11%	38 17% jm	11 16%	11 12%
E	290 10%	282 11% gh	290 10% gh	245 9% h	228 9% h	17 7%	233 9% h	126 8% h	53 5%	62 20% jlm	228 9% jlm	45 29% ijlmn	245 9%	212 9%	33 14% jlm	16 22% jlm	30 34% ijlmn
Refused	3 *%	3 *%	3 *%	2 *%	1 *%	- -%	1 *%	2 *%	- -%	2 1% jlm	1 *% jlm	1 1% jlm	2 *%	1 *%	1 *% jm	- -%	1 1% jlm
<b>SUMMARY</b>																	
AB	787 28%	759 28%	787 28%	755 29%	737 30%	94 41% abcfg	743 30%	465 30%	395 37% abcfg	50 16%	737 30% iknp	33 21%	755 29% iknp	716 30% iknp	39 17%	21 30% inp	12 13%
DE	619 22%	596 22% eh	619 22% eh	551 21% eh	508 21% eh	27 12%	516 21% eh	327 21% eh	138 13%	111 35% jlm	508 21% jlm	67 42% ijlmn	551 21%	481 20%	70 31% jlm	27 38% jlm	41 46% ijlmn
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 6**

**S4. SOCIO-ECONOMIC GROUP**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
A	85 3%	9 9% b	69 3%	39 4% dfk	14 2%	4 4%	5 1%	15 3%	2 2%	- -%	45 4% fk	40 2%	7 7% dfgk	12 3%	28 3%	40 3%	44 3%
B	703 25%	35 32%	621 26%	283 31% dfgik	144 22%	20 22%	65 20%	125 23%	34 37% defgik	4 11%	338 30% dfgik	364 22%	24 25%	69 20%	313 28% m	382 26% m	321 24%
C1	756 27%	29 27%	665 28%	232 25%	175 27%	34 37% cj	85 27%	165 30%	28 30%	8 20%	294 26%	458 28%	23 24%	87 25%	316 28%	403 27%	354 27%
C2	619 22%	13 12%	506 22% a	205 22%	168 26% ehj	13 14%	65 20%	118 21%	13 13%	10 27%	230 21%	385 23% h	24 25%	94 27% p	251 22%	345 23%	274 21%
D	328 12%	11 10%	269 11%	76 8%	90 14% cj	12 13%	56 18% chjl	74 13% cj	6 7%	6 16%	94 8%	234 14% cj	8 8%	48 14%	120 11%	167 11%	161 12%
E	290 10%	11 10%	214 9%	92 10%	61 9%	9 10%	44 14%	53 10%	10 11%	10 26% cdeghijkl	110 10%	178 11%	10 10%	36 11%	95 8%	131 9%	159 12% no
Refused	3 *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	2 *%	- -%	- -%	1 *%	1 *%	2 *%
<b>SUMMARY</b>																	
AB	787 28%	44 41% b	690 29%	322 35% dfgik	158 24%	24 26%	70 22%	140 25%	37 39% dfgik	4 11%	383 34% dfgik	403 24%	31 32% i	81 23%	341 30% m	422 29%	365 28%
DE	619 22%	22 20%	483 21%	167 18%	151 23% cj	21 23%	100 31% cdghijkl	127 23% cj	16 18%	16 42% cdeghijkl	205 18%	412 25% cj	18 19%	84 24%	214 19%	298 20%	321 24% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 6**

**S4. SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
A	85 3%	39 5% cd	68 4% cd	4 1%	12 2%	50 5% gh	72 4% g	3 1%	10 2%	52 5% k	73 4% k	2 *% *	10 2%	36 3%	59 3%	13 4%	11 4%
B	703 25%	190 27% d	433 26% d	135 28% d	135 21%	253 25%	499 25% h	109 30% h	96 20%	271 25%	506 25%	105 31% jl	91 21%	352 26%	527 26%	74 23%	70 23%
C1	756 27%	176 25%	434 26%	134 28%	189 30%	255 25%	514 26%	103 29%	139 30%	276 25%	527 26%	96 28%	133 30%	380 28%	553 28%	93 29%	83 27%
C2	619 22%	145 20%	355 21%	117 24%	147 23%	220 22%	427 22%	76 21%	116 25%	237 22%	437 22%	71 21%	110 25%	317 23%	448 22%	66 21%	74 24%
D	328 12%	82 12%	192 12%	54 11%	82 13%	113 11%	228 12%	38 11%	62 13%	125 12%	235 12%	39 12%	54 12%	161 12%	236 12%	30 9%	40 13%
E	290 10%	76 11%	183 11%	38 8%	69 11%	116 12%	216 11%	27 8%	47 10%	123 11%	221 11%	25 7%	44 10%	106 8%	180 9%	39 12% m	26 9%
Refused	3 *%	1 *%	2 *%	1 *%	- -%	1 *%	2 *%	1 *%	- -%	1 *%	2 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%
<b>SUMMARY</b>																	
AB	787 28%	229 32% d	501 30% d	139 29%	148 23%	302 30% h	571 29% h	111 31% h	105 22%	323 30% l	579 29% l	107 32% l	101 23%	388 29%	586 29%	87 28%	82 27%
DE	619 22%	158 22%	376 23%	92 19%	151 24%	229 23%	444 23%	65 18%	109 23%	248 23%	456 23%	64 19%	99 22%	267 20%	416 21%	69 22%	66 22%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 6**

**S4. SOCIO-ECONOMIC GROUP**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
A	85 3%	20 2%	39 3%	23 3%	33 3%	13 3%	13 3%	7 3%	25 3%	24 2%	8 7% fhi	45 3%	25 4%	15 3%	12 4%	4 4%
B	703 25%	217 25%	359 27% cd	181 22%	240 22%	103 27%	104 21%	59 23%	177 21%	380 27% fh	28 24%	481 29% m	162 26% m	60 12%	72 26%	44 44% n
C1	756 27%	255 29% c	374 28%	198 24%	285 26%	97 25%	121 25%	72 28%	217 26%	387 28%	35 30%	507 31% lm	144 23%	105 21%	72 26%	30 30%
C2	619 22%	195 22%	276 21%	198 24%	248 23%	95 25%	117 24%	59 23%	186 22%	329 24%	25 21%	389 24% m	148 23% m	82 16%	87 32% o	18 18%
D	328 12%	105 12%	147 11%	101 12%	135 13%	46 12%	67 14%	29 11%	113 14%	160 11%	12 10%	212 13% l	40 6%	77 15% l	31 11% o	3 3%
E	290 10%	87 10%	124 9%	115 14% abe	136 13% be	30 8%	67 14% i	32 12%	114 14% i	117 8%	8 7%	8 *% k	113 18% k	169 33% kl	1 1%	- -%
Refused	3 *%	- -%	1 *%	1 *%	1 *%	1 *%	2 *%	- -%	2 *%	1 *%	- -%	- -%	- -%	3 1% k	- -%	- -%
SUMMARY																
AB	787 28%	237 27%	397 30% cd	204 25%	273 25%	117 30%	117 24%	66 26%	202 24%	404 29% fh	36 31%	527 32% m	186 30% m	74 15%	85 31%	48 48% n

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 6**

**S4. SOCIO-ECONOMIC GROUP**

Base : All respondents

Significance Level: 95%	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
DE	619	192	271	216	271	76	134	61	227	277	20	220	153	246	32	3
	22%	22%	21%	26%	25%	20%	27%	24%	27%	20%	17%	13%	24%	48%	12%	3%
				abe	be		ij		ij				k	kl	o	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)**

Base : All respondents

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Landline phone (i.e. home phone)	2674	1320	1355	208	516	452	501	377	333	288	968	621	759	715	602	596	314	282
	96%	97%	95%	82%	93%	97%	99%	99%	100%	100%	95%	100%	96%	95%	97%	96%	96%	97%
					c	cd	cdj	cdej	cdej	cdej	c	cdefj			m			
Fixed broadband internet	2469	1216	1252	244	525	443	472	346	279	160	969	439	737	701	522	508	280	228
	89%	89%	88%	96%	95%	95%	93%	91%	83%	55%	95%	71%	94%	93%	84%	82%	85%	78%
				ghik	ghik	ghik	hik	hik	ik		ghik	i	nopq	nopq	q		q	
Smartphone - such as Apple iPhone or Samsung Galaxy	2232	1089	1143	251	529	443	457	284	195	73	972	268	661	640	485	444	260	184
	80%	80%	81%	99%	96%	95%	90%	75%	58%	26%	95%	43%	84%	85%	78%	72%	79%	63%
				defghijk	fghik	fghik	ghik	hik	ik		fghik	i	noq	nopq	oq	q	oq	
Pay TV (e.g. Virgin Media, Sky, BT TV)	1569	778	791	153	329	297	327	215	162	87	626	249	465	418	357	327	202	126
	56%	57%	56%	60%	59%	64%	64%	56%	49%	30%	61%	40%	59%	55%	58%	53%	61%	43%
				hik	hik	ghik	ghik	hik	ik		hik	i	oq	q	q	q	oq	
A service like Skype, Vonage, FaceTime or WhatsApp to make voice or video calls over the internet - also known as Voice over IP or VoIP	1073	547	526	123	268	222	214	127	80	38	490	118	395	327	212	138	85	53
	39%	40%	37%	49%	48%	48%	42%	34%	24%	13%	48%	19%	50%	43%	34%	22%	26%	18%
				ghik	ghik	ghik	ghik	hik	i		ghik	i	mnopq	nopq	opq		q	
Simple mobile phone - with simple features and limited internet functions, not smartphones	644	336	308	28	56	56	84	122	146	153	112	298	186	156	153	149	62	87
	23%	25%	22%	11%	10%	12%	16%	32%	44%	53%	11%	48%	24%	21%	25%	24%	19%	30%
							dj	cdefj	cdefgj	cdefghj		cdefgj						Imp

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Mobile broadband (through a USB modem or 'dongle')	230	112	118	30	45	44	49	35	17	9	90	26	94	67	42	27	10	17
	8%	8%	8%	12%	8%	10%	10%	9%	5%	3%	9%	4%	12%	9%	7%	4%	3%	6%
				hik	ik	hik	hik	hik			hik		nopq	op	p			
ANY MOBILE PHONE	2625	1285	1340	253	547	459	494	356	300	215	1006	516	755	729	588	551	306	245
	94%	94%	94%	100%	99%	98%	97%	94%	90%	75%	99%	83%	96%	96%	95%	89%	93%	84%
				fghik	ghik	ghik	ghik	ik	ik		ghik	i	oq	opq	oq		oq	
LANDLINE PHONE AND FIXED BROADBAND	2359	1172	1187	198	487	428	465	343	278	160	916	437	708	660	505	484	265	219
	85%	86%	84%	78%	88%	92%	92%	90%	83%	55%	90%	70%	90%	87%	82%	78%	81%	76%
				ik	cik	chik	chik	chik	ik		chik	i	nopq	nopq	q			
LANDLINE PHONE NO FIXED BROADBAND	315	148	168	10	29	24	36	34	55	128	52	183	50	55	97	111	49	62
	11%	11%	12%	4%	5%	5%	7%	9%	17%	45%	5%	29%	6%	7%	16%	18%	15%	22%
								cdej	cdefgj	cdefghjk		cdefghj			lm	lm	lm	lmnp
FIXED BROADBAND NO LANDLINE PHONE	110	45	65	45	38	15	7	3	2	-	53	2	29	41	17	23	15	8
	4%	3%	5%	18%	7%	3%	1%	1%	1%	0%	5%	0%	4%	5%	3%	4%	4%	3%
				defghijk	efghik	ghik	k				fghik			n				
LANDLINE PHONE OR PAY LINE RENTAL FOR FIXED BROADBAND	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Landline phone (i.e. home phone)	2674	466	1609	154	441	468	387	386	295	226	912	2241	129	221	84	2296	379
	96%	100%	95%	99%	95%	96%	97%	97%	96%	94%	96%	96%	93%	99%	100%	96%	97%
		bcd		bd								l		l	l		
Fixed broadband internet	2469	348	1613	91	417	392	365	382	301	238	791	2088	121	181	78	2111	358
	89%	75%	95%	58%	90%	80%	91%	96%	98%	98%	83%	89%	87%	81%	94%	88%	92%
		c	acd		ac		ej	efj	efj	efj		m			m		
Smartphone - such as Apple iPhone or Samsung Galaxy	2232	218	1568	50	394	331	309	343	292	236	720	1898	104	156	73	1931	301
	80%	47%	92%	32%	85%	68%	77%	86%	95%	98%	76%	81%	75%	70%	87%	81%	77%
		c	acd		ac		e	efj	efgj	efgj	e	lm			lm		
Pay TV (e.g. Virgin Media, Sky, BT TV)	1569	192	1048	57	270	220	221	247	210	167	505	1338	76	95	60	1369	200
	56%	41%	62%	37%	58%	45%	55%	62%	68%	69%	53%	57%	55%	43%	72%	57%	51%
			ac		ac		e	ej	efj	efj	e	m	m		klm		
A service like Skype, Vonage, FaceTime or WhatsApp to make voice or video calls over the internet - also known as Voice over IP or VoIP	1073	104	831	14	124	120	127	186	164	148	328	920	50	60	43	925	149
	39%	22%	49%	9%	27%	24%	32%	47%	53%	61%	35%	39%	36%	27%	51%	39%	38%
		c	acd		c		e	efj	efj	efgj	e	m			lm		

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

		SEG & AGE				INCOME						COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Simple mobile phone - with simple features and limited internet functions, not smartphones	644 23%	236 51% bcd	259 15%	62 40% bd	86 19%	142 29% ghi	99 25% hi	76 19%	42 14%	38 16%	247 26% ghi	520 22%	34 24%	78 35% kln	12 14%	544 23%	100 26%
Mobile broadband (through a USB modem or 'dongle')	230 8%	22 5%	181 11% acd	4 3%	23 5%	26 5%	20 5%	46 12% efj	35 11% efj	34 14% efj	68 7%	207 9% m	9 7%	5 2%	10 12% m	198 8%	32 8%
ANY MOBILE PHONE	2625 94%	410 88% c	1661 98% ac	105 68%	446 96% ac	435 89%	380 95% e	386 97% ej	303 99% efj	241 100% efgj	879 93% e	2209 94%	130 94%	207 93%	78 93%	2258 94%	366 94%
LANDLINE PHONE AND FIXED BROADBAND	2359 85%	348 75% c	1526 90% acd	90 57%	395 85% ac	372 76%	352 88% ej	370 93% efj	289 94% efj	222 92% ej	755 80%	1991 85% l	111 80%	179 80%	78 94% lm	2012 84%	347 89% o
LANDLINE PHONE NO FIXED BROADBAND	315 11%	119 25% bd	83 5%	65 42% abd	46 10% b	97 20% fghi	35 9% ghi	16 4%	7 2%	4 2%	157 17% fghi	250 11%	18 13%	42 19% kn	5 6%	283 12%	32 8%
FIXED BROADBAND NO LANDLINE PHONE	110 4%	- -%	87 5% ac	2 1% a	22 5% ac	20 4%	13 3%	12 3%	13 4%	15 6%	36 4%	98 4%	10 7% kmn	2 1%	- -%	99 4%	11 3%
LANDLINE PHONE OR PAY LINE RENTAL FOR FIXED BROADBAND	2784 100%	466 100%	1696 100%	156 100%	463 100%	489 100%	400 100%	398 100%	308 100%	241 100%	948 100%	2339 100%	139 100%	223 100%	84 100%	2394 100%	390 100%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Landline phone (i.e. home phone)	2674	2674	2674	2521	2359	226	2386	1519	1029	315	2359	154	2521	2294	227	65	89
	96%	100%	96%	96%	96%	98%	96%	97%	96%	100%	96%	96%	96%	96%	100%	92%	100%
		bcdefgh								ijklmo				ijklmo			o
Fixed broadband internet	2469	2359	2469	2398	2469	203	2469	1479	1055	-	2469	71	2398	2398	-	71	-
	89%	88%	89%	91%	100%	88%	99%	94%	98%	-%	100%	44%	91%	100%	-%	100%	-%
				ab	abcefg		abce	abce	abce		iklnp	inp	iknp	iklnp		iklnp	
Smartphone - such as Apple iPhone or Samsung Galaxy	2232	2132	2232	2232	2123	212	2140	1381	1020	109	2123	-	2232	2123	109	-	-
	80%	80%	80%	85%	86%	92%	86%	88%	95%	35%	86%	-%	85%	89%	48%	-%	-%
				ab	ab	abcd	ab	abc	abcd	kop	iknop		iknop	ijklnop	ikop		
Pay TV (e.g. Virgin Media, Sky, BT TV)	1569	1519	1569	1525	1479	152	1484	1569	717	90	1479	45	1525	1448	76	31	14
	56%	57%	56%	58%	60%	66%	59%	100%	67%	29%	60%	28%	58%	60%	34%	44%	16%
					ab	abc	b	abcde	abc	p	iknop	p	iknop	iknop	p	ikp	
A service like Skype, Vonage, FaceTime or WhatsApp to make voice or video calls over the internet - also known as Voice over IP or VoIP	1073	1029	1073	1065	1055	140	1059	717	1073	18	1055	8	1065	1047	18	8	-
	39%	38%	39%	41%	43%	61%	42%	46%	100%	6%	43%	5%	41%	44%	8%	11%	-
					ab	abcd	ab	abc	abcde	p	iknop		iknop	iklnop	p	p	

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Simple mobile phone - with simple features and limited internet functions, not smartphones	644 23%	631 24% gh	644 23% gh	644 25% dfgh	524 21% h	70 30% abdfgh	534 21% h	297 19%	188 17%	119 38% jklmop	524 21% kop	- -% -	644 25% jkmop	524 22% kop	119 53% ijklmop	- -% -	- -% -
Mobile broadband (through a USB modem or 'dongle')	230 8%	226 8%	230 8%	228 9%	203 8%	230 100% abdfgh	230 9%	152 10%	140 13%	27 9%	203 8% kp	3 2% -	228 9% kp	201 8% kp	27 12% kop	3 4% -	- -% -
ANY MOBILE PHONE	2625 94%	2521 94%	2625 94%	2625 100% abdefgh	2398 97% ab	228 99% ab	2425 97% ab	1525 97% ab	1065 99% abdfg	227 72% kop	2398 97% ikop	- -% -	2625 100% ijkop	2398 100% ijkop	227 100% ijkop	- -% -	- -% -
LANDLINE PHONE AND FIXED BROADBAND	2359 85%	2359 88% b	2359 85%	2294 87% b	2359 96% abceg	199 86% -	2359 95% abceg	1429 91% abce	1011 94% abceg	- -% -	2359 96% iklnp	65 41% inp	2294 87% iknp	2294 96% iklnp	- -% -	65 92% iknp	- -% -
LANDLINE PHONE NO FIXED BROADBAND	315 11%	315 12% cdfgh	315 11% cdfgh	227 9% dfgh	- -% -	27 12% dfgh	27 1% d	90 6% dfh	18 2% d	315 100% jklmo	- -% -	89 56% jlmo	227 9% jmo	- -% -	227 100% jklmo	- -% -	89 100% jklmo
FIXED BROADBAND NO LANDLINE PHONE	110 4%	- -% a	110 4% a	104 4% a	110 4% a	4 2% a	110 4% a	50 3% a	44 4% a	- -% -	110 4% in	6 4% in	104 4% in	104 4% in	- -% -	6 8% inp	- -% -
LANDLINE PHONE OR PAY LINE RENTAL FOR FIXED BROADBAND	2784 100%	2674 100%	2784 100%	2625 100%	2469 100%	230 100%	2496 100%	1569 100%	1073 100%	315 100%	2469 100%	159 100%	2625 100%	2398 100%	227 100%	71 100%	89 100%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Landline phone (i.e. home phone)	2674	107	2240	907	615	90	307	521	91	39	1088	1577	95	328	1097	1425	1249
	96%	99%	95%	98%	94%	98%	96%	95%	98%	100%	98%	95%	99%	95%	98%	97%	95%
		b		dgk							dgk				mp	p	
Fixed broadband internet	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
	89%	100%	100%	81%	93%	96%	95%	92%	99%	64%	84%	92%	85%	97%	91%	92%	84%
				i	cijl	cijl	cijl	cij	cgijkl		i	cijl	i	nop	p	p	
Smartphone - such as Apple iPhone or Samsung Galaxy	2232	84	2028	652	586	76	268	474	79	16	808	1415	70	314	914	1228	1004
	80%	78%	86%	70%	90%	83%	83%	86%	85%	40%	73%	85%	73%	91%	81%	84%	76%
			a	i	cfijkl	cij	cijl	cijl	cij		i	cijl	i	nop	p	p	
Pay TV (e.g. Virgin Media, Sky, BT TV)	1569	51	1421	407	496	32	137	426	23	10	462	1102	31	207	697	904	666
	56%	47%	61%	44%	76%	35%	43%	77%	25%	26%	42%	66%	33%	60%	62%	62%	51%
			a	hi	cefhiijkl		h	cefhiijkl			h	cefhiijl		p	p	p	
A service like Skype, Vonage, FaceTime or WhatsApp to make voice or video calls over the internet - also known as Voice over IP or VoIP	1073	36	1016	303	292	46	121	224	52	5	401	671	29	151	457	607	466
	39%	33%	43%	33%	45%	50%	38%	41%	56%	14%	36%	40%	30%	44%	41%	41%	35%
			a	i	cijl	cijl	i	ci	cfgijkl		i	cij		p	p	p	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

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**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Simple mobile phone - with simple features and limited internet functions, not smartphones	644 23%	25 24%	495 21%	266 29% dgk	105 16%	20 22%	81 25% dgk	97 18%	25 27% d	20 52% cdefghjkl	311 28% dgk	331 20%	28 29% dg	66 19%	288 26% m	354 24%	290 22%
Mobile broadband (through a USB modem or 'dongle')	230 8%	9 8%	194 8%	63 7%	55 8%	9 10%	36 11% cj	52 9%	4 5%	3 7%	76 7%	154 9% cj	7 7%	40 12% p	92 8%	132 9%	99 7%
ANY MOBILE PHONE	2625 94%	99 92%	2285 97% a	832 90%	632 97% cij	91 99% cij	312 97% cij	530 96% cij	90 97% ci	34 87%	1013 91%	1600 96% cij	90 94%	338 98% p	1083 96% p	1421 97% p	1204 92%
LANDLINE PHONE AND FIXED BROADBAND	2359 85%	107 99% b	2240 95%	729 79%	571 88% cij	86 94% cij	291 91% cij	478 87% cij	90 96% cdgijkl	25 64%	905 81% i	1446 87% cij	81 84% i	317 92% p	997 89% p	1314 89% p	1045 79%
LANDLINE PHONE NO FIXED BROADBAND	315 11%	- -%	- -%	178 19% defghk	44 7%	4 4%	16 5%	43 8% h	1 1%	14 36% cdefghjkl	183 16% defghk	131 8% h	14 15% defhkl	11 3%	100 9% m	111 8% m	204 16% mno
FIXED BROADBAND NO LANDLINE PHONE	110 4%	1 1%	106 5% a	21 2%	36 6% cj	2 2%	14 4%	30 5% cj	2 2%	- -%	24 2%	83 5% cj	1 1%	17 5% n	27 2%	44 3%	66 5% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

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**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
LANDLINE PHONE OR PAY LINE RENTAL FOR FIXED BROADBAND	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Landline phone (i.e. home phone)	2674	706	1656	477	542	1002	1943	353	378	1080	1986	333	355	1283	1911	312	298
	96%	100%	99%	99%	85%	100%	99%	99%	81%	100%	99%	98%	80%	95%	95%	99%	98%
		d	d	d		h	h	h		kl	l	l				mn	m
Fixed broadband internet	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
	89%	83%	85%	93%	95%	85%	86%	94%	95%	84%	87%	94%	94%	93%	93%	85%	88%
				ab	ab			ef	ef			ij	ij	op	op		
Smartphone - such as Apple iPhone or Samsung Galaxy	2232	469	1184	437	611	698	1445	330	457	752	1484	316	432	1284	1830	211	191
	80%	66%	71%	91%	96%	69%	74%	93%	97%	69%	74%	93%	97%	95%	91%	67%	63%
			a	ab	abc		e	ef	efg		i	ij	ijk	nop	op		
Pay TV (e.g. Virgin Media, Sky, BT TV)	1569	380	905	310	354	563	1100	218	251	605	1122	212	235	860	1217	155	152
	56%	54%	54%	64%	56%	56%	56%	61%	54%	56%	56%	63%	53%	64%	61%	49%	50%
				abd								l		op	op		
A service like Skype, Vonage, FaceTime or WhatsApp to make voice or video calls over the internet - also known as Voice over IP or VoIP	1073	241	567	217	289	356	698	163	212	383	713	161	199	664	893	88	84
	39%	34%	34%	45%	46%	35%	36%	46%	45%	35%	36%	48%	45%	49%	45%	28%	28%
				ab	ab			ef	ef			ij	ij	nop	op		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



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Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Simple mobile phone - with simple features and limited internet functions, not smartphones	644 23%	263 37% bcd	522 31% cd	73 15% d	49 8%	335 33% fgh	564 29% gh	39 11%	41 9%	365 34% jkl	571 29% kl	38 11%	35 8%	174 13%	349 17% m	154 49% mn	141 46% mn
Mobile broadband (through a USB modem or 'dongle')	230 8%	62 9%	152 9%	29 6%	49 8%	87 9%	172 9%	30 8%	28 6%	94 9%	175 9%	28 8%	27 6%	117 9%	186 9%	24 8%	17 6%
ANY MOBILE PHONE	2625 94%	652 92%	1534 92%	464 96% ab	626 99% abc	925 92%	1816 93%	343 96% ef	466 99% efg	998 92%	1857 93%	328 97% ij	440 99% ijk	1352 100%	2003 100%	317 100%	305 100%
LANDLINE PHONE AND FIXED BROADBAND	2359 85%	584 82%	1405 84%	443 92% abd	512 81%	847 84% h	1676 86% h	330 93% efh	353 75%	910 84% l	1717 86% l	313 92% ijl	330 74%	1194 88%	1765 88%	266 84%	263 86%
LANDLINE PHONE NO FIXED BROADBAND	315 11%	122 17% cd	251 15% cd	34 7%	30 5%	156 15% gh	267 14% gh	23 6%	25 5%	170 16% kl	269 13% kl	21 6%	25 6%	90 7%	145 7%	46 15% mn	35 12% mn
FIXED BROADBAND NO LANDLINE PHONE	110 4%	3 *% *	12 1%	6 1%	92 15% abc	5 *% *	15 1%	3 1%	91 19% efg	5 *% *	15 1%	6 2% i	89 20% ijk	69 5% op	93 5% o	4 1%	7 2%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
LANDLINE PHONE OR PAY LINE RENTAL FOR FIXED BROADBAND	2784 100%	709 100%	1667 100%	483 100%	634 100%	1007 100%	1958 100%	356 100%	470 100%	1085 100%	2001 100%	339 100%	444 100%	1352 100%	2003 100%	317 100%	305 100%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			AGREE	DISAGREE												
			RETIRED													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Landline phone (i.e. home phone)	2674	808	1232	812	1074	368	487	254	823	1313	115	1574	631	470	268	99
	96%	92%	93%	100% abe	100% abe	95%	99% i	99% i	99% i	94% i	99% i	96% m	100% km	92% l	97% n	100%
Fixed broadband internet	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
	89%	96% cde	95% cde	78%	81%	89% cd	74%	73%	74%	97% fghj	88% fgh	94% lm	73% l	90% l	98% n	97%
Smartphone - such as Apple iPhone or Samsung Galaxy	2232	844	1248	446	654	330	262	169	495	1301	89	1524	282	426	261	92
	80%	96% cde	95% cde	55%	61% c	86% cd	53%	66% f	59% f	93% fghj	77% fh	93% lm	45% l	84% l	95% n	92%
Pay TV (e.g. Virgin Media, Sky, BT TV)	1569	542	816	380	554	199	228	128	409	829	65	1049	264	256	185	55
	56%	62% cde	62% cde	47%	51% c	51%	47%	50%	49%	59% fgh	56% f	64% lm	42% l	50% l	67% n	55%
A service like Skype, Vonage, FaceTime or WhatsApp to make voice or video calls over the internet - also known as Voice over IP or VoIP	1073	432	634	225	313	126	120	66	215	641	40	747	138	188	136	68
	39%	49% cde	48% cde	28%	29%	33%	24%	26%	26%	46% fghj	35% f	46% lm	22% l	37% l	49% n	68% n

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

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**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Simple mobile phone - with simple features and limited internet functions, not smartphones	644	100	166	343	414	64	195	78	300	190	35	223	308	113	42	13
	23%	11%	13%	42% abe	38% abe	17% a	40% gi	30% i	36% i	14%	30% i	14%	49% km	22% k	15%	13%
Mobile broadband (through a USB modem or 'dongle')	230	64	114	56	83	33	32	22	61	112	11	157	27	46	31	9
	8%	7%	9%	7%	8%	9%	6%	9%	7%	8%	10%	10% l	4%	9% l	11%	9%
ANY MOBILE PHONE	2625	866	1298	708	957	370	413	224	715	1379	114	1611	529	485	272	95
	94%	99% cde	98% cde	87%	89%	96% cd	84%	87%	86%	99% fgh	98% fgh	98% lm	84%	95% l	99%	96%
LANDLINE PHONE AND FIXED BROADBAND	2359	769	1167	630	865	327	359	186	608	1268	101	1479	463	417	262	96
	85%	88% cd	88% cd	77%	80%	85% c	73%	72%	73%	91% fgh	87% fgh	90% lm	73%	82% l	95%	97%
LANDLINE PHONE NO FIXED BROADBAND	315	39	65	183	209	42	128	68	215	45	14	95	168	52	6	3
	11%	4%	5%	22% abe	19% abe	11% ab	26% ij	27% ij	26% ij	3%	12% i	6%	27% km	10% k	2%	3%
FIXED BROADBAND NO LANDLINE PHONE	110	70	87	4	5	18	4	2	11	85	1	69	1	40	8	-
	4%	8% cd	7% cd	*% cd	*% cd	5% cd	1%	1%	1%	6% fghj	1%	4% l	*% kl	8% kl	3%	- %
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

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**Table 7**

**S5. SHOWCARD** Which of the following do you have at home - either you personally or anyone else in the household? (MULTI CODE)

Base : All respondents

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS			
	Total	STRONGLY AGREE	STRONGLY TOTAL		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME		
			DISAGREE	DISAGREE												
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
LANDLINE PHONE OR PAY LINE RENTAL FOR FIXED BROADBAND	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 8**

**SERVICE SUMMARY**

Base : All respondents

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
LL & FBB & MOB	2398	1176	1222	244	521	437	464	331	259	143	957	402	716	687	514	481	269	212	
	86%	86%	86%	96%	94%	93%	92%	87%	78%	50%	94%	65%	91%	91%	83%	78%	82%	73%	
				fghik	ghik	ghik	ghik	hik	ik		ghik	i	nopq	nopq	oq		q		
LL & FBB & NO MOB	71	40	30	-	5	7	7	15	20	17	12	36	21	14	8	27	11	16	
	3%	3%	2%	-%	1%	1%	1%	4%	6%	6%	1%	6%	3%	2%	1%	4%	3%	5%	
								cdefj	cdefj	cdefj		cdefj				mn		lmn	
LL & NO FBB & MOB	227	109	118	10	27	22	30	25	41	72	49	113	39	43	74	70	38	33	
	8%	8%	8%	4%	5%	5%	6%	7%	12%	25%	5%	18%	5%	6%	12%	11%	11%	11%	
									cdefgj	cdefghjk		cdefghj			lm	lm	lm	lm	
LL & NO FBB & NO MOB	89	39	50	-	2	1	6	9	14	56	3	70	12	12	23	41	11	30	
	3%	3%	4%	-%	*%	*%	1%	2%	4%	19%	*%	11%	1%	2%	4%	7%	3%	10%	
								cdej	cdefj	cdefghik		cdefghj			lm	lmnp		lmnp	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 8**

**SERVICE SUMMARY**

Base : All respondents

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
LL & FBB & MOB	2398	327	1589	75	406	373	352	372	297	238	767	2028	118	179	74	2056	342
	86%	70% c	94% acd	48% abd	88% ac	76% i	88% ej	94% efj	96% efj	98% efgj	81% i	87% m	84% l	80% m	88% n	86% o	88% p
LL & FBB & NO MOB	71	21	23	16	11	19	14	9	4	-	24	61	3	2	5	55	16
	3%	4% b	1% b	10% abd	2% b	4% i	3% i	2% i	1% i	-% i	3% i	3% k	2% l	1% m	6% n	2% o	4% p
LL & NO FBB & MOB	227	83	72	30	40	63	28	14	7	4	112	182	13	28	4	202	25
	8%	18% bd	4% bd	19% bd	9% b	13% fghi	7% ghi	3% h	2% h	2% h	12% fghi	8% k	9% l	13% k	5% n	8% o	6% p
LL & NO FBB & NO MOB	89	36	11	34	6	34	7	3	-	-	45	69	6	13	1	81	7
	3%	8% bd	1% bd	22% abd	1% b	7% fghi	2% h	1% h	-% h	-% h	5% fghi	3% k	4% l	6% k	1% n	3% o	2% p

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 8**

**SERVICE SUMMARY**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
LL & FBB & MOB	2398	2294	2398	2398	2398	201	2398	1448	1047	-	2398	-	2398	2398	-	-	-
	86%	86%	86%	91%	97%	87%	96%	92%	98%	-%	97%	-%	91%	100%	-%	-%	-%
				ab	abceg		abceg	abe	abcefg		iklnop		iknop	ijklnop			
LL & FBB & NO MOB	71	65	71	-	71	3	71	31	8	-	71	71	-	-	-	71	-
	3%	2%	3%	-%	3%	1%	3%	2%	1%	-%	3%	44%	-%	-%	-%	100%	-%
		ch	ch		ch	c	ch	ch	c		ilmn	ijlmnp				ijklmnp	
LL & NO FBB & MOB	227	227	227	227	-	27	27	76	18	227	-	-	227	-	227	-	-
	8%	8%	8%	9%	-%	12%	1%	5%	2%	72%	-%	-%	9%	-%	100%	-%	-%
		d fgh	d fgh	d fgh		d fgh	d	d f h	d	jklmop			jkmop		ijklmop		
LL & NO FBB & NO MOB	89	89	89	-	-	-	-	14	-	89	-	89	-	-	-	-	89
	3%	3%	3%	-%	-%	-%	-%	1%	-%	28%	-%	56%	-%	-%	-%	-%	100%
		cdefgh	cdefgh					cd f h		jlmno		ijlmno					ijklmno

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 8**

**SERVICE SUMMARY**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
LL & FBB & MOB	2398	99	2285	725	593	87	298	493	89	22	901	1487	79	328	995	1323	1075
	86%	92%	97%	78%	91%	95%	93%	90%	95%	56%	81%	90%	83%	95%	89%	90%	82%
		a	b	i	cijl	cijl	cijl	cij	cijl		i	cij	i	nop	p	p	
LL & FBB & NO MOB	71	9	61	24	15	1	7	14	3	3	28	42	2	6	28	35	36
	3%	8%	3%	3%	2%	1%	2%	3%	3%	8%	3%	3%	2%	2%	3%	2%	3%
		b								cdefjk							
LL & NO FBB & MOB	227	-	-	107	39	4	14	37	1	12	112	113	11	10	88	98	129
	8%	-%	-%	12%	6%	4%	4%	7%	1%	30%	10%	7%	11%	3%	8%	7%	10%
				defghk						cdefghijkl	dfghk		fh		m	m	mo
LL & NO FBB & NO MOB	89	-	-	71	5	-	2	6	-	2	71	18	3	1	12	13	75
	3%	-%	-%	8%	1%	-%	1%	1%	-%	5%	6%	1%	3%	*%	1%	1%	6%
				defahk						defhk	defahk						mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 8**

**SERVICE SUMMARY**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
LL & FBB & MOB	2398	564	1366	436	596	816	1632	325	441	879	1673	311	414	1263	1858	271	269
	86%	80%	82%	90%	94%	81%	83%	91%	94%	81%	84%	92%	93%	93%	93%	85%	88%
				ab	ab			ef	ef			ij	ij	op	op		
LL & FBB & NO MOB	71	22	51	12	8	36	59	8	4	36	59	8	4	-	-	-	-
	3%	3%	3%	2%	1%	4%	3%	2%	1%	3%	3%	2%	1%	-%	-%	-%	-%
		d	d			h	h			l	l						
LL & NO FBB & MOB	227	87	168	28	30	110	184	17	25	119	184	17	25	90	145	46	35
	8%	12%	10%	6%	5%	11%	9%	5%	5%	11%	9%	5%	6%	7%	7%	15%	12%
		cd	cd			gh	gh			kl	kl					mn	mn
LL & NO FBB & NO MOB	89	34	83	6	-	46	83	5	-	51	86	3	-	-	-	-	-
	3%	5%	5%	1%	-%	5%	4%	1%	-%	5%	4%	1%	-%	-%	-%	-%	-%
		cd	cd	d		gh	gh	h		kl	kl						

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OF COM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 8**

**SERVICE SUMMARY**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
LL & FBB & MOB	2398	831	1239	596	822	337	340	176	582	1334	100	1526	426	445	266	94
	86%	95%	94%	73%	76%	87%	69%	69%	70%	95%	86%	93%	67%	87%	96%	94%
		cde	cde		cd					fghj	fgh	lm		l		
LL & FBB & NO MOB	71	8	16	38	48	7	23	12	37	19	2	21	37	12	4	2
	3%	1%	1%	5%	4%	2%	5%	5%	4%	1%	2%	1%	6%	2%	1%	2%
				abe	abe		i	i	i				km			
LL & NO FBB & MOB	227	35	59	112	135	34	72	48	133	45	14	84	103	39	6	1
	8%	4%	4%	14%	12%	9%	15%	19%	16%	3%	12%	5%	16%	8%	2%	1%
				abe	ab	ab	i	i	i		i		km	k		
LL & NO FBB & NO MOB	89	4	6	70	74	8	56	21	82	-	-	10	65	13	-	2
	3%	*%	*%	9%	7%	2%	11%	8%	10%	-%	-%	1%	10%	3%	-%	2%
				abe	abe	ab	ij	ij	ij				km	k		n

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 9**

**S6. Can I check, you have a mobile but no landline home phone at this address? - S6 Can I check, you have a mobile but no landline home phone at this address? (SINGLE CODE)**

Base : Those with a mobile phone but no landline phone

	Total	GENDER		AGE										SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	*e	*f	*g	*h	*i	j	*k	*l	m	*n	*o	*p	*q
Unweighted total	86	34	52	35	30	13	5	2	1	-	43	1	22	38	10	16	11	5
Effective Weighted Sample	74	30	44	32	24	12	4	2	1	-	35	1	19	33	10	13	10	4
Total	104	41	63	45	36	13	6	2	1	-	50	1	28	41	15	20	11	8
Yes, only mobile	104	41	63	45	36	13	6	2	1	-	50	1	28	41	15	20	11	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 9**

**S6. Can I check, you have a mobile but no landline home phone at this address? - S6 Can I check, you have a mobile but no landline home phone at this address? (SINGLE CODE)**

Base : Those with a mobile phone but no landline phone

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 *d	UP TO £15.6K *e	£15.6K TO £25.99K *f	£26K TO £36.39K *g	£36.4K TO £51.99K *h	£52K+ *i		ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL *p
Significance Level: 95%																	
Unweighted total	86	-	70	1	15	16	10	10	9	11	30	69	16	1	-	79	7
Effective Weighted Sample	74	-	61	1	12	14	7	9	8	10	26	62	16	1	-	68	6
Total	104	-	84	1	19	19	11	12	12	15	35	92	10	2	-	95	9
Yes, only mobile	104	-	84	1	19	19	11	12	12	15	35	92	10	2	-	95	9
	100%	-%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-%	100%	100%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 9**

**S6. Can I check, you have a mobile but no landline home phone at this address? - S6 Can I check, you have a mobile but no landline home phone at this address? (SINGLE CODE)**

Base : Those with a mobile phone but no landline phone

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		*a	b	c	d	*e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	86	-	86	86	86	4	86	40	38	-	86	-	86	86	-	-	-
Effective Weighted Sample	74	-	74	74	74	3	74	36	33	-	74	-	74	74	-	-	-
Total	104	-	104	104	104	4	104	48	44	-	104	-	104	104	-	-	-
Yes, only mobile	104	-	104	104	104	4	104	48	44	-	104	-	104	104	-	-	-
	100%	-%	100%	100%	100%	100%	100%	100%	100%	-%	100%	-%	100%	100%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 9**

**S6. Can I check, you have a mobile but no landline home phone at this address? - S6 Can I check, you have a mobile but no landline home phone at this address? (SINGLE CODE)**

Base : Those with a mobile phone but no landline phone

		PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE			
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
		*a	b	*c	*d	*e	*f	*g	*h	*i	*j	k	*l	*m	*n	o	p
Significance Level: 95%	Total																
Unweighted total	86	1	83	14	28	2	10	25	2	-	18	66	1	11	24	35	51
Effective Weighted Sample	74	1	71	12	24	2	9	21	1	-	15	57	1	10	20	31	43
Total	104	*	101	17	36	2	14	28	2	-	21	80	1	15	27	42	62
Yes, only mobile	104	*	101	17	36	2	14	28	2	-	21	80	1	15	27	42	62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 9**

**S6. Can I check, you have a mobile but no landline home phone at this address? - S6 Can I check, you have a mobile but no landline home phone at this address? (SINGLE CODE)**

Base : Those with a mobile phone but no landline phone

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		*a	*b	*c	d	*e	*f	*g	h	*i	*j	*k	l	m	n	*o	*p
Unweighted total	86	1	8	3	75	2	10	3	73	2	10	4	72	53	74	4	8
Effective Weighted Sample	74	1	7	3	65	2	9	2	63	2	9	3	63	48	64	3	7
Total	104	2	8	5	91	3	11	3	90	3	11	6	87	69	93	4	7
Yes, only mobile	104	2	8	5	91	3	11	3	90	3	11	6	87	69	93	4	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 9**

**S6. Can I check, you have a mobile but no landline home phone at this address? - S6 Can I check, you have a mobile but no landline home phone at this address? (SINGLE CODE)**

Base : Those with a mobile phone but no landline phone

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME	
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%	a	b	*c	*d	*e	*f	*g	*h	i	*j	k	RETIRE	*l	m	*n	*o
Unweighted total	86	57	71	2	2	13	2	1	5	71	1	53	1	32	8	-
Effective Weighted Sample	74	48	60	2	2	12	2	1	4	61	1	47	1	26	6	-
Total	104	69	85	2	2	16	3	2	9	83	1	67	1	37	8	-
Yes, only mobile	104	69	85	2	2	16	3	2	9	83	1	67	1	37	8	-
Columns Tested:	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 10**

**S7. Can I check, does your household pay line rental to receive the fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband but no landline phone

	Total	GENDER		AGE										SEG				
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	*e	*f	*g	*h	*i	j	*k	*l	m	*n	*o	*p	*q
Unweighted total	93	37	56	35	31	16	6	3	2	-	47	2	23	38	12	20	14	6
Effective Weighted Sample	79	32	47	32	25	15	5	2	2	-	38	2	20	33	11	16	12	4
Total	110	45	65	45	38	15	7	3	2	-	53	2	29	41	17	23	15	8
Pay line rental	110	45	65	45	38	15	7	3	2	-	53	2	29	41	17	23	15	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 10**

**S7. Can I check, does your household pay line rental to receive the fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband but no landline phone

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 *d	UP TO £15.6K *e	£15.6K TO £25.99K *f	£26K TO £36.39K *g	£36.4K TO £51.99K *h	£52K+ *i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL *p
Significance Level: 95%																	
Unweighted total	93	-	73	2	18	18	13	10	10	11	31	76	16	1	-	84	9
Effective Weighted Sample	79	-	63	2	14	15	9	9	9	10	27	67	16	1	-	71	8
Total	110	-	87	2	22	20	13	12	13	15	36	98	10	2	-	99	11
Pay line rental	110	-	87	2	22	20	13	12	13	15	36	98	10	2	-	99	11
	100%	-%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-%	100%	100%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 10**

**S7. Can I check, does your household pay line rental to receive the fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband but no landline phone

	Total	SERVICES AT HOME								SERVICES							
		LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		*a	b	c	d	*e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	93	-	93	86	93	6	93	43	38	-	93	7	86	86	-	7	-
Effective Weighted Sample	79	-	79	74	79	4	79	37	33	-	79	6	74	74	-	6	-
Total	110	-	110	104	110	4	110	50	44	-	110	6	104	104	-	6	-
Pay line rental	110	-	110	104	110	4	110	50	44	-	110	6	104	104	-	6	-
	100%	-%	100%	100%	100%	100%	100%	100%	100%	-%	100%	100%	100%	100%	-%	100%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 10**

**S7. Can I check, does your household pay line rental to receive the fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband but no landline phone

		PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER							SWITCHING LANDLINE						
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
		*a	b	*c	*d	*e	*f	*g	*h	*i	*j	k	*l	*m	*n	o	p
Significance Level: 95%	Total																
Unweighted total	93	3	88	19	29	2	10	26	2	-	23	68	1	13	25	38	55
Effective Weighted Sample	79	3	76	16	25	2	9	22	1	-	19	58	1	12	21	33	46
Total	110	1	106	21	36	2	14	30	2	-	24	83	1	17	27	44	66
Pay line rental	110	1	106	21	36	2	14	30	2	-	24	83	1	17	27	44	66
	100%	100%	100%	100%	100%	100%	100%	100%	100%	-%	100%	100%	100%	100%	100%	100%	100%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 10**

**S7. Can I check, does your household pay line rental to receive the fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband but no landline phone

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		*a	*b	*c	d	*e	*f	*g	h	*i	*j	*k	l	m	n	*o	*p
Unweighted total	93	2	12	4	77	5	16	3	74	5	16	4	73	53	74	4	8
Effective Weighted Sample	79	2	10	3	67	4	13	2	64	4	13	3	64	48	64	3	7
Total	110	3	12	6	92	5	15	3	91	5	15	6	89	69	93	4	7
Pay line rental	110	3	12	6	92	5	15	3	91	5	15	6	89	69	93	4	7
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 10**

**S7. Can I check, does your household pay line rental to receive the fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband but no landline phone

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	*c	*d	*e	*f	*g	*h	i	*j	k	*l	m	*n	*o
Unweighted total	93	58	74	3	4	15	3	2	7	74	1	57	1	35	8	-
Effective Weighted Sample	79	49	62	3	4	13	3	2	6	63	1	50	1	29	6	-
Total	110	70	87	4	5	18	4	2	11	85	1	69	1	40	8	-
Pay line rental	110	70	87	4	5	18	4	2	11	85	1	69	1	40	8	-
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-%

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
BT	927	485	443	74	139	122	158	136	147	151	262	298	322	232	205	167	76	92
	33%	36%	31%	29%	25%	26%	31%	36%	44%	52%	26%	48%	41%	31%	33%	27%	23%	32%
		b					j	dej	cdefgj	cdefghj		cdefgj	mnopq	p	op			p
Sky	652	290	361	67	174	144	113	75	53	26	318	79	158	175	168	151	90	61
	23%	21%	25%	26%	31%	31%	22%	20%	16%	9%	31%	13%	20%	23%	27%	24%	27%	21%
			a	hik	fghik	fghik	hik	ik	i		fghik				l		l	
Virgin Media	550	257	293	51	123	87	122	80	54	32	210	86	140	165	118	127	74	53
	20%	19%	21%	20%	22%	19%	24%	21%	16%	11%	21%	14%	18%	22%	19%	20%	23%	18%
				ik	hik	ik	hik	ik			ik							
TalkTalk	321	165	156	40	56	55	54	50	39	27	110	66	70	85	65	100	56	44
	12%	12%	11%	16%	10%	12%	11%	13%	12%	9%	11%	11%	9%	11%	10%	16%	17%	15%
				di												lmn	lmn	l
Plusnet	94	55	38	6	17	22	16	10	14	10	38	24	37	28	13	16	6	10
	3%	4%	3%	2%	3%	5%	3%	3%	4%	3%	4%	4%	5%	4%	2%	3%	2%	3%
													np					
EE (inc. Orange/ T-Mobile)	92	34	58	8	26	11	20	10	6	11	37	16	24	34	13	21	12	9
	3%	2%	4%	3%	5%	2%	4%	3%	2%	4%	4%	3%	3%	4%	2%	3%	4%	3%
			a		h									n				
Post Office	39	20	19	3	4	2	5	5	8	12	6	20	4	8	10	16	6	10
	1%	1%	1%	1%	1%	%	1%	1%	2%	4%	1%	3%	1%	1%	2%	3%	2%	3%
									ej	cdefgj		cdefj				lm		lm
Vodafone	20	12	9	1	3	7	3	3	1	3	10	4	6	5	6	3	2	2
	1%	1%	1%	%	1%	1%	1%	1%	%	1%	1%	1%	1%	1%	1%	1%	%	1%
Utility Warehouse	17	8	9	-	1	6	4	2	1	4	6	5	5	6	5	1	1	-
	1%	1%	1%	-%	%	1%	1%	%	%	1%	1%	1%	1%	1%	1%	%	%	-%
SSE	10	4	6	2	2	1	*	1	2	2	3	5	2	3	1	5	1	4
	%	%	%	1%	%	%	%	%	1%	1%	%	1%	%	%	%	1%	%	1%
																		ln

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
O2	6	4	2	-	2	2	3	-	-	-	3	-	3	2	1	-	-	-
	*%	*%	*%	-%	*%	*%	1%	-%	-%	-%	*%	-%	*%	*%	*%	-%	-%	-%
John Lewis	4	4	-	-	-	-	-	1	-	3	-	3	3	-	-	1	1	-
	*%	*%	-%	-%	-%	-%	-%	*%	-%	1%	-%	*%	*%	-%	-%	*%	*%	-%
										defhj								
Fuel Broadband	4	1	2	-	1	-	1	*	-	1	1	1	1	1	-	2	1	1
	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Tesco	2	2	*	-	-	-	-	1	1	-	-	1	-	1	1	-	-	-
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%
Three	2	2	-	-	*	-	-	1	-	-	*	-	1	-	-	*	*	-
	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%	*%	-%
Co-op/Cooperative	1	*	1	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%
Other	30	17	13	-	4	4	7	5	4	5	8	9	9	6	10	6	2	3
	1%	1%	1%	-%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%
Don't know	12	5	7	1	3	4	1	1	2	-	7	2	2	5	4	2	-	2
	*%	*%	1%	1%	1%	1%	*%	*%	1%	-%	1%	*%	*%	1%	1%	*%	-%	1%
BT/ EE/ PLUSNET	1112	573	539	88	181	156	193	156	167	171	337	339	383	294	230	205	94	110
	40%	42%	38%	35%	33%	33%	38%	41%	50%	60%	33%	54%	49%	39%	37%	33%	29%	38%
		b						dej	cdefgj	cdefghj		cdefgj	mnpq	op	p			p

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
BT	927	228	531	70	97	162	116	106	116	98	330	748	59	91	30	727	201
	33%	49% bd	31% d	45% bd	21%	33%	29%	27%	38% fg	40% fg	35% g	32%	42% k	41% k	36%	30%	51% o
Sky	652	61	440	19	133	91	98	106	66	56	236	537	29	50	35	581	71
	23%	13%	26% ac	12%	29% ac	19%	24%	27% e	21%	23%	25% e	23%	21%	22%	42% klm	24% p	18%
Virgin Media	550	60	363	26	100	91	80	94	66	47	172	504	22	19	6	528	22
	20%	13%	21% a	17%	22% a	19%	20%	24% j	21%	20%	18%	22% lmn	16%	8%	7%	22% p	6%
TalkTalk	321	48	172	19	82	73	52	53	26	16	101	266	18	29	8	278	43
	12%	10%	10%	12%	18% ab	15% hij	13% i	13% i	9%	6%	11%	11%	13%	13%	10%	12%	11%
Plusnet	94	18	59	6	10	15	17	13	12	10	26	78	5	8	2	74	19
	3%	4%	3%	4%	2%	3%	4%	3%	4%	4%	3%	3%	3%	4%	3%	3%	5%
EE (inc. Orange/ T-Mobile)	92	14	57	3	18	19	14	10	12	5	30	86	2	2	1	80	12
	3%	3%	3%	2%	4%	4%	4%	3%	4%	2%	3%	4%	1%	1%	1%	3%	3%
Post Office	39	12	10	8	8	15	5	1	1	*	17	27	2	10	-	33	6
	1%	3% b	1%	5% bd	2% b	3% ghi	1%	1% *	1% *	1% *	2% g	1%	1%	5% kl	1% -	1%	1%
Vodafone	20	3	14	1	3	5	4	3	1	2	5	19	1	-	-	17	3
	1%	1%	1%	1% *	1%	1%	1%	1%	1% *	1%	1%	1%	1%	1% -	1% -	1%	1%
Utility Warehouse	17	5	11	-	1	2	2	2	4	4	2	14	1	2	-	13	3
	1%	1%	1%	1% -	1% *	1% *	1%	1%	1%	2% j	1% *	1%	1% *	1%	1% -	1%	1%
SSE	10	2	3	3	3	4	-	1	-	-	6	6	1	3	-	9	1
	1% *	1% *	1% *	2% b	1%	1%	1% -	1% *	1% -	1% -	1%	1% *	1%	2% k	1% -	1% *	1% *

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME					COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
O2	6 *%	- -%	6 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	3 *%	6 *%	- -%	- -%	- -%	6 *%	- -%
John Lewis	4 *%	3 1% b	- -%	- -%	1 *%	- -%	- -%	3 1% j	- -%	- -%	1 *%	1 *%	- -%	3 1% k	- -%	4 *%	- -%
Fuel Broadband	4 *%	1 *%	1 *%	- -%	2 *% b	2 *%	- -%	- -%	- -%	* *%	1 *%	2 *%	- -%	- -%	1 2% kl	3 *%	* *%
Tesco	2 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	2 *%	- -%	- -%	- -%	1 *%	1 *%
Three	2 *%	- -%	1 *%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%
Co-op/Cooperative	1 *%	1 *% b	- -%	- -%	- -%	- -%	1 *%	- -%	* *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	* *%
Other	30 1%	7 2%	17 1%	2 1%	3 1%	8 2%	5 1%	2 1%	4 1%	2 1%	8 1%	26 1%	1 1%	3 1%	- -%	23 1%	7 2%
Don't know	12 *%	2 *%	8 *%	- -%	2 *%	1 *%	1 *%	- -%	1 *%	- -%	8 1%	11 *%	- -%	1 1%	- -%	12 1%	- -%
BT/ EE/ PLUSNET	1112 40%	260 56% bd	647 38% d	79 51% bd	126 27%	197 40% g	147 37%	130 33%	139 45% fq	113 47% fq	386 41% g	912 39%	65 47% k	102 46%	33 39%	881 37%	232 59% o

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
BT	927	907	927	832	750	63	757	407	303	178	750	95	832	725	107	24	71
	33%	34%	33%	32%	30%	27%	30%	26%	28%	56%	30%	60%	32%	30%	47%	34%	80%
		d f g h	d f g h	g	g		g			j l m o		j l m n o			j l m		i j k l m n o
Sky	652	615	652	632	607	55	611	496	292	44	607	20	632	593	39	15	5
	23%	23%	23%	24%	25%	24%	24%	32%	27%	14%	25%	12%	24%	25%	17%	21%	5%
								a b c d e f h	a b	p	i k n p		i k n p	i k n p	p	p	
Virgin Media	550	521	550	530	508	52	515	426	224	43	508	20	530	493	37	14	6
	20%	19%	20%	20%	21%	23%	21%	27%	21%	14%	21%	13%	20%	21%	16%	20%	7%
								a b c d f h			i k p		i k p	i k p	p	p	
TalkTalk	321	307	321	312	305	36	306	137	121	16	305	9	312	298	14	7	2
	12%	11%	12%	12%	12%	16%	12%	9%	11%	5%	12%	6%	12%	12%	6%	10%	2%
		g	g	g	g	g	g				i k n p		i k n p	i k n p			
Plusnet	94	91	94	90	92	4	92	23	52	1	92	3	90	89	1	3	-
	3%	3%	3%	3%	4%	2%	4%	1%	5%	1%	4%	2%	3%	4%	1%	5%	-
		g	g	g	g		g		b g		i n		i n	i n		i n	
EE (inc. Orange/ T-Mobile)	92	90	92	91	88	9	90	32	46	4	88	1	91	87	4	1	-
	3%	3%	3%	3%	4%	4%	4%	2%	4%	1%	4%	1%	3%	4%	2%	1%	-
		g	g	g	g		g		g								
Post Office	39	39	39	34	25	3	26	10	5	14	25	5	34	22	12	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	3%	1%	1%	5%	5%	2%
		g h	g h							j l m		j l m			j l m	j l m	
Vodafone	20	20	20	20	19	*	19	8	7	1	19	-	20	19	1	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Utility Warehouse	17	17	17	15	15	1	15	8	7	1	15	1	15	15	-	-	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
SSE	10	10	10	10	8	-	8	4	2	3	8	1	10	8	2	-	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
O2	6 *%	6 *%	6 *%	6 *%	6 *%	* *%	6 *%	2 *%	3 *%	- -%	6 *%	- -%	6 *%	6 *%	- -%	- -%	- -%
John Lewis	4 *%	4 *%	4 *%	4 *%	4 *%	- -%	4 *%	- -%	- -%	- -%	4 *%	- -%	4 *%	4 *%	- -%	- -%	- -%
Fuel Broadband	4 *%	4 *%	4 *%	3 *%	4 *%	- -%	4 *%	- -%	1 *%	- -%	4 *%	* *%	3 *%	3 *%	- -%	* 1%	- -%
Tesco	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	- -%	1 *%	- -%	2 *%	* *%	2 *%	2 *%	- -%	* *%	- -%
Three	2 *%	2 *%	2 *%	2 *%	* *%	1 1%	2 *%	* *%	- -%	1 *%	* *%	- -%	2 *%	* *%	1 1%	- -%	- -%
						abcdfgh					jm				ilm		
Co-op/Cooperative	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Other	30 1%	29 1%	30 1%	27 1%	22 1%	4 2%	25 1%	9 1%	8 1%	8 2%	22 1%	3 2%	27 1%	21 1%	6 3%	2 3%	1 1%
										jm					ilm		
Don't know	12 *%	9 *%	12 *%	11 *%	11 *%	- -%	11 *%	5 *%	1 *%	1 *%	11 *%	1 *%	11 *%	10 *%	1 1%	1 1%	- -%
BT/ EE/ PLUSNET	1112 40%	1088 41%	1112 40%	1013 39%	929 38%	76 33%	939 38%	462 29%	401 37%	183 58%	929 38%	99 62%	1013 39%	901 38%	112 50%	28 40%	71 80%
		defg	g	g	g		g		g	jlmo		ilmno			ilm		ijklmno

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
BT	927	88	660	927	-	-	-	-	-	-	927	-	-	86	200	285	642
	33%	82% b	28%	100% defghijkl	-%	-%	-%	-%	-%	-%	83% defghijkl	-%	-%	25% n	18%	19%	49% mno
Sky	652	3	603	-	652	-	-	-	-	-	-	652	-	102	306	408	244
	23%	3% a	26% a	-%	100% cefg hijkl	-%	-%	-%	-%	-%	-%	39% cefg hijl	-%	29% p	27% p	28% p	19%
Virgin Media	550	1	507	-	-	-	-	550	-	-	-	550	-	61	263	324	227
	20%	1% a	22% a	-%	-%	-%	-%	100% cdefhijkl	-%	-%	-%	33% cdefhijl	-%	18%	23% mp	22% p	17%
TalkTalk	321	2	302	-	-	-	321	-	-	-	-	321	-	31	167	198	123
	12%	2% a	13% a	-%	-%	-%	100% cdeghijkl	-%	-%	-%	-%	19% cdeghijl	-%	9%	15% mp	13% p	9%
Plusnet	94	1	91	-	-	-	-	-	94	-	94	-	-	17	57	74	20
	3%	1% a	4% a	-%	-%	-%	-%	-%	100% cdefgijkl	-%	8% cdefgkl	-%	-%	5% p	5% p	5% p	2%
EE (inc. Orange/ T-Mobile)	92	2	86	-	-	92	-	-	-	-	92	-	-	14	53	67	24
	3%	2% a	4% a	-%	-%	100% cdfghijkl	-%	-%	-%	-%	8% cdfghkl	-%	-%	4% p	5% p	5% p	2%
Post Office	39	3	23	-	-	-	-	-	-	39	-	39	-	6	26	32	7
	1%	2% b	1%	-%	-%	-%	-%	-%	-%	100% cdefghijkl	-%	2% cdfgj	-%	2% p	2% p	2% p	1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Vodafone	20 1%	1 1%	18 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	20 1% cdgj	20 21% cdefghijk	10 3% nop	5 *% nop	15 1% nop	5 *% nop
Utility Warehouse	17 1%	* *% nop	15 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	17 1% cdgj	17 17% cdefghijk	4 1%	8 1%	12 1%	4 *% nop
SSE	10 *% cdgj	1 1%	7 *% cdgj	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	10 1% cj	10 11% cdefghijk	2 *% p	8 1% p	10 1% p	1 *% p
O2	6 *% cdefghjk	1 1%	5 *% cdefghjk	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	6 *% cdefghjk	6 6% cdefghjk	1 *% cdefghjk	4 *% cdefghjk	5 *% cdefghjk	1 *% cdefghjk
John Lewis	4 *% cdefghjk	- -% cdefghjk	4 *% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	4 *% cdefghjk	4 4% cdefghjk	- -% cdefghjk	4 *% cdefghjk	4 *% cdefghjk	- -% cdefghjk
Fuel Broadband	4 *% cdefghjk	1 1% b	2 *% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	4 *% cdefghjk	4 4% cdefghjk	- -% cdefghjk	4 *% cdefghjk	4 *% cdefghjk	- -% cdefghjk
Tesco	2 *% cdefghjk	1 1% b	1 *% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	2 *% cdefghjk	2 2% cdefghjk	- -% cdefghjk	1 *% cdefghjk	1 *% cdefghjk	1 *% cdefghjk
Three	2 *% cdefghjk	* *% b	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	2 *% cdefghjk	2 2% cdefghjk	- -% cdefghjk	- -% cdefghjk	- -% cdefghjk	2 *% cdefghjk

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Co-op/Cooperative	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 1%	- -%	1 *%	1 *%	- -%
													cdgjk				
Other	30 1%	3 3% b	19 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	30 2% cdfgj	30 31% cdefghijk	8 2% p	16 1% p	25 2% p	5 *%
Don't know	12 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 1%	1 *%	4 *%	8 1%
BT/ EE/ PLUSNET	1112 40%	91 84% b	837 36%	927 100% dfgikl	- -%	92 100% dfgikl	- -%	- -%	94 100% dfgikl	- -%	1112 100% dfgikl	- -%	- -%	117 34% n	309 28%	426 29%	686 52% mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
BT	927	281	640	143	144	390	723	95	109	418	733	92	103	374	582	131	120
	33%	40%	38%	30%	23%	39%	37%	27%	23%	39%	37%	27%	23%	28%	29%	41%	39%
		cd	cd	d		gh	gh			kl	kl					mn	mn
Sky	652	131	322	117	213	185	387	118	147	198	401	116	135	381	528	46	58
	23%	18%	19%	24%	34%	18%	20%	33%	31%	18%	20%	34%	30%	28%	26%	15%	19%
				ab	abc			ef	ef			ij	ij	op	op		
Virgin Media	550	110	299	122	129	185	376	70	104	205	389	62	100	295	425	50	56
	20%	16%	18%	25%	20%	18%	19%	20%	22%	19%	19%	18%	22%	22%	21%	16%	18%
				ab	a									o	o		
TalkTalk	321	90	197	51	73	116	233	33	55	127	236	32	53	165	241	46	25
	12%	13%	12%	11%	11%	12%	12%	9%	12%	12%	12%	10%	12%	12%	12%	15%	8%
																p	
Plusnet	94	24	50	24	20	38	67	13	13	39	67	13	13	42	70	10	11
	3%	3%	3%	5%	3%	4%	3%	4%	3%	4%	3%	4%	3%	3%	3%	3%	4%
EE (inc. Orange/ T-Mobile)	92	23	61	8	23	35	63	12	17	37	66	9	17	47	70	10	12
	3%	3%	4%	2%	4%	3%	3%	3%	4%	3%	3%	3%	4%	4%	3%	3%	4%
Post Office	39	13	31	4	4	16	32	3	4	18	33	4	2	7	20	4	10
	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	3%
																	mn
Vodafone	20	3	10	4	7	4	10	5	5	4	11	5	5	9	13	6	1
	1%	3%	1%	1%	1%	3%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	3%
																mn	
Utility Warehouse	17	6	10	2	4	6	11	2	3	7	11	2	3	9	12	*	3
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
SSE	10	5	8	1	1	5	9	1	1	6	9	1	1	4	6	3	1
	%	1%	1%	%	%	%	%	%	%	1%	%	%	%	%	%	1%	%
O2	6	1	3	2	2	1	3	1	2	1	3	1	2	3	5	-	1
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	-	%
John Lewis	4	3	3	-	1	3	4	-	-	3	4	-	-	-	1	3	-
	%	%	%	-	%	%	%	-	-	%	%	-	-	-	%	1%	-
																mn	
Fuel Broadband	4	1	1	1	1	1	1	1	1	1	1	1	1	-	-	1	2
	%	%	%	%	%	%	%	%	%	%	%	%	%	-	-	%	1%
																n	mn
Tesco	2	1	1	-	1	1	1	-	1	1	1	-	1	-	1	-	1
	%	%	%	-	%	%	%	-	%	%	%	-	%	-	%	-	%
Three	2	*	2	-	-	*	2	-	-	*	2	-	-	*	2	-	-
	%	%	%	-	-	%	%	-	-	%	%	-	-	%	%	-	-
Co-op/Cooperative	1	1	1	-	-	1	1	-	-	1	1	-	-	-	-	1	-
	%	%	%	-	-	%	%	-	-	%	%	-	-	-	-	%	-
																mn	
Other	30	14	21	4	5	16	26	1	3	16	26	1	3	7	17	6	5
	1%	2%	1%	1%	1%	2%	1%	%	1%	2%	1%	%	1%	1%	1%	2%	2%
																m	
Don't know	12	2	7	-	5	2	9	-	3	2	9	-	3	7	11	-	-
	%	%	%	-	1%	%	%	-	1%	%	%	-	1%	%	1%	-	-
BT/ EE/ PLUSNET	1112	327	750	175	187	463	852	120	140	495	865	114	133	463	721	150	142
	40%	46%	45%	36%	29%	46%	44%	34%	30%	46%	43%	34%	30%	34%	36%	47%	47%
		cd	cd	d		gh	gh			kl	kl					mn	mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
BT	927	229	372	352	443	112	206	97	337	398	51	486	296	145	85	32
	33%	26%	28%	43% abe	41% abe	29%	42% i	38% i	40% i	28%	44% i	30%	47% km	28%	31%	33%
Sky	652	252	364	135	200	88	84	49	151	388	23	450	82	119	65	24
	23%	29% cd	28% cd	16%	19%	23% c	17%	19%	18%	28% fgh	20%	27% l	13%	23% l	24%	24%
Virgin Media	550	205	295	114	168	87	78	51	153	264	20	351	91	108	65	16
	20%	23% cd	22% cd	14%	16%	23% cd	16%	20%	18%	19%	17%	21% l	14%	21% l	24%	16%
TalkTalk	321	88	134	91	122	65	57	34	97	173	7	175	70	76	23	4
	12%	10%	10%	11%	11%	17% abcd	12%	13% j	12%	12%	6%	11%	11%	15% k	8%	4%
Plusnet	94	37	50	29	33	10	15	2	17	59	5	56	25	12	14	5
	3%	4%	4%	4%	3%	3%	3%	1%	2%	4% gh	5% g	3%	4%	2%	5%	5%
EE (inc. Orange/ T-Mobile)	92	29	40	36	42	10	18	7	25	50	3	55	14	22	11	8
	3%	3%	3%	4%	4%	2%	4%	3%	3%	4%	3%	3%	2%	4% l	4%	8%
Post Office	39	7	14	23	25	-	14	4	18	14	2	9	21	8	*	-
	1%	1%	1%	3% abe	2% abe	-%	3% i	1%	2% i	1%	2%	1%	3% k	2% k	-%	-%
Vodafone	20	6	10	7	8	2	*	3	4	13	-	12	5	3	1	4
	1%	1%	1%	1%	1%	1%	-%	1% f	-%	1%	-%	1%	1%	1%	-%	4%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Utility Warehouse	17	5	8	5	7	1	4	1	5	11	-	13	3	1	1	2
	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	-%	1%	*%	*%	*%	2%
SSE	10	1	3	2	4	3	3	1	4	4	-	3	5	3	-	-
	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%	-%	*%	1%	1%	-%	-%
O2	6	3	4	1	1	*	-	1	1	4	-	6	-	-	1	-
	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	-%	*%	-%	-%	*%	-%
John Lewis	4	-	1	3	3	-	3	1	4	-	-	-	3	1	-	-
	*%	-%	*%	*%	*%	-%	1%	*%	*%	-%	-%	-%	*%	*%	-%	-%
Fuel Broadband	4	1	2	1	1	*	1	1	1	2	-	2	1	1	*	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%
Tesco	2	-	-	1	1	1	1	-	1	1	-	1	1	-	-	-
	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	-%	-%
Three	2	-	-	-	-	2	*	-	*	-	-	-	1	*	-	-
	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	*%	-%	-%
Co-op/Cooperative	1	-	1	*	*	-	-	-	-	1	-	-	1	-	-	-
	*%	-%	*%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
Other	30	9	10	15	17	2	4	5	9	11	5	14	10	6	8	3
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	4%	1%	2%	1%	3%	3%
Don't know	12	4	8	1	2	2	4	1	5	3	-	7	2	3	1	-
	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%	-%	*%	*%	1%	*%	-%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 11**

**Q1. SHOWCARD Which company do you pay line rental to for your household's landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE a	STRONGLY TOTAL AGREE b	STRONGLY DISAGREE c	TOTAL DISAGREE d	NEITHER/ DK e	TO MAKE CALLS f	TO RECEIVE CALLS g	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES h	NEED LANDLINE TO GET BROADBAND i	MORE RELIABLE THAN MOBILE j	WORKING k	OTHER NOT WORKING l	SELF- EMPL'ED m	RUN FROM HOME n	
Significance Level: 95%																
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
BT/ EE/ PLUSNET	1112	295	462	417	519	132	238	105	380	507	60	598	335	179	110	45
	40%	34%	35%	51%	48%	34%	49%	41%	46%	36%	52%	36%	53%	35%	40%	46%
				abe	abe		i		i		i		km			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2518	1220	1298	192	403	450	475	432	373	193	853	566	758	717	475	567	294	273
Effective Weighted Sample	2046	1005	1041	172	346	382	392	346	310	162	715	472	587	589	405	474	254	220
Total	2469	1216	1252	244	525	443	472	346	279	160	969	439	737	701	522	508	280	228
BT	665 27%	358 29% b	307 25%	69 28%	117 22%	103 23%	127 27%	103 30% dej	94 34% dej	52 32% dej	220 23%	146 33% dej	252 34% mopq	177 25% opq	148 28% opq	87 17%	49 18%	38 17%
Sky	627 25%	279 23%	349 28% a	63 26% hik	169 32% fghik	140 32% fghik	109 23% ik	74 21%	50 18%	22 14%	309 32% fghik	73 17%	155 21%	173 25%	153 29% l	146 29% l	84 30% l	62 27%
Virgin Media	525 21%	250 21%	274 22%	48 20%	123 23% ik	87 20%	115 24% ik	77 22% i	53 19%	23 14%	210 22% i	76 17%	144 20%	162 23%	103 20%	115 23%	68 24%	48 21%
TalkTalk	325 13%	171 14%	154 12%	40 17% d	54 10%	55 12%	58 12%	52 15%	41 15%	25 15%	109 11%	66 15% d	76 10%	90 13%	62 12%	97 19% lmn	52 19% lmn	45 20% lmn
Plusnet	108 4%	62 5%	45 4%	7 3%	18 3%	25 6%	19 4%	13 4%	17 6%	11 7%	42 4%	28 6%	41 6%	31 4%	17 3%	19 4%	7 3%	12 5%
EE (inc. Orange/ T-Mobile)	97 4%	37 3%	60 5% a	8 3%	26 5% h	12 3%	22 5%	12 4%	6 2%	10 6% eh	38 4%	16 4%	29 4%	35 5% n	11 2%	22 4%	12 4%	10 4%
Post Office	23 1%	12 1%	10 1%	3 1%	4 1%	2 *%	3 1%	3 1%	5 2%	4 2%	6 1%	9 2% j	3 *%	4 1%	8 2% l	7 1%	2 1%	5 2% lm
Vodafone	20 1%	12 1%	8 1%	1 1%	3 1%	7 1%	2 *%	1 *%	2 1%	4 2% g	10 1%	5 1%	7 1%	5 1%	4 1%	3 1%	2 1%	2 1%
Utility Warehouse	15 1%	6 1%	9 1%	- -%	1 *%	6 1%	4 1%	2 1%	1 *%	3 2% d	6 1%	3 1%	5 1%	6 1%	4 1%	1 *%	1 *%	- -%
SSE	7 *%	3 *%	4 *%	2 1%	2 *%	1 *%	- -%	1 *%	* *%	1 *%	3 *%	1 *%	2 *%	2 *%	- -%	3 1%	- -%	3 1% lmn

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2518	1220	1298	192	403	450	475	432	373	193	853	566	758	717	475	567	294	273
Effective Weighted Sample	2046	1005	1041	172	346	382	392	346	310	162	715	472	587	589	405	474	254	220
Total	2469	1216	1252	244	525	443	472	346	279	160	969	439	737	701	522	508	280	228
O2	6	4	2	-	1	2	3	-	-	*	3	*	3	1	1	-	-	-
	*%	*%	*%	-%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%
John Lewis	4	4	*	-	-	-	*	1	-	3	-	3	3	*	-	1	1	-
	*%	*%	*%	-%	-%	-%	*%	*%	-%	2%	-%	1%	*%	*%	-%	*%	*%	-%
										defghj		j						
Fuel Broadband	4	1	3	1	1	-	-	1	-	1	1	1	1	1	1	1	1	-
	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	-%
Co-op/Cooperative	1	*	1	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
	*%	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%	*%	*%	-%	-%	-%	-%	-%
KComm	1	1	1	-	-	-	-	1	*	-	-	*	*	1	-	*	*	-
	*%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	-%
Tesco	1	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-
	*%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%
Primus	*	*	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%
Other	27	13	14	-	2	3	8	6	6	2	5	7	11	6	6	3	-	3
	1%	1%	1%	-%	*%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%	-%	1%
									j				p					
Don't know	11	3	9	1	4	1	1	1	1	1	5	2	3	5	1	2	-	2
	*%	*%	1%	1%	1%	*%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	-%	1%
BT/ EE/ PLUSNET	869	457	413	84	161	139	168	128	117	73	300	190	322	243	176	128	69	59
	35%	38%	33%	35%	31%	31%	36%	37%	42%	46%	31%	43%	44%	35%	34%	25%	25%	26%
		b							dej	cdefj		cdefj	mnopq	opq	opq			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	440	1510	126	441	421	387	372	310	241	787	2108	219	126	65	2124	394
Effective Weighted Sample	2046	368	1235	105	374	343	308	293	243	180	684	1744	201	109	59	1744	302
Total	2469	348	1613	91	417	392	365	382	301	238	791	2088	121	181	78	2111	358
BT	665 27%	126 36% bcd	451 28% d	20 22%	67 16%	86 22%	81 22%	86 23%	95 32% efg	84 35% efg	232 29% efg	545 26%	42 35% k	51 28%	27 34%	505 24%	159 44% o
Sky	627 25%	55 16%	426 26% a	17 19%	129 31% ac	88 22%	94 26%	106 28%	67 22%	60 25%	213 27%	516 25%	30 25%	48 27%	33 42% klm	555 26% p	72 20%
Virgin Media	525 21%	54 16%	355 22% a	21 23%	94 23% a	85 22%	81 22%	91 24%	67 22%	51 21%	150 19%	480 23% lmn	20 16%	19 11%	6 7%	504 24% p	21 6%
TalkTalk	325 13%	48 14%	179 11%	18 19% b	79 19% b	71 18% hij	55 15% i	54 14% i	31 10%	17 7%	97 12% i	267 13%	19 15%	31 17%	8 11%	274 13%	51 14%
Plusnet	108 4%	21 6% d	68 4%	7 8% d	12 3%	17 4%	20 5%	15 4%	15 5%	12 5%	29 4%	93 4%	5 4%	8 5%	2 3%	86 4%	22 6%
EE (inc. Orange/ T-Mobile)	97 4%	13 4%	62 4%	3 3%	19 5%	21 5%	16 4%	11 3%	14 5%	7 3%	29 4%	90 4%	2 2%	4 2%	1 1%	85 4%	13 3%
Post Office	23 1%	6 2% b	9 1%	2 2% b	5 1%	8 2% gh	3 1%	1 *%	- -%	- -%	11 1%	14 1%	2 1%	7 4% k	- -%	20 1%	2 1%
Vodafone	20 1%	5 1%	12 1%	1 1%	3 1%	5 1%	4 1%	3 1%	1 *%	2 1%	5 1%	19 1%	* *%	- -%	- -%	16 1%	3 1%
Utility Warehouse	15 1%	3 1%	11 1%	- -%	1 *%	2 1%	1 *%	2 1%	4 1%	4 2% j	2 *%	13 1%	1 1%	2 1%	- -%	12 1%	3 1%
SSE	7 *%	* *%	3 *%	1 1%	3 1%	4 1%	- -%	1 *%	- -%	- -%	2 *%	3 *%	* *%	3 2% k	- -%	6 *%	* *%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	440	1510	126	441	421	387	372	310	241	787	2108	219	126	65	2124	394
Effective Weighted Sample	2046	368	1235	105	374	343	308	293	243	180	684	1744	201	109	59	1744	302
Total	2469	348	1613	91	417	392	365	382	301	238	791	2088	121	181	78	2111	358
O2	6	*	6	-	-	-	2	2	-	-	3	6	*	-	-	6	-
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	-%
John Lewis	4	3	*	-	1	-	-	3	-	-	1	1	-	3	-	4	*
	*%	1%	*%	-%	*%	-%	-%	1%	-%	-%	*%	*%	-%	2%	-%	*%	*%
		b												k			
Fuel Broadband	4	1	2	-	1	2	-	-	-	-	2	2	-	-	1	4	-
	*%	*%	*%	-%	*%	1%	-%	-%	-%	-%	*%	*%	-%	-%	2%	*%	-%
															k		
Co-op/Cooperative	1	1	-	-	-	-	1	-	*	-	-	1	-	-	-	1	*
	*%	*%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	*%
		b															
KComm	1	*	1	-	*	-	1	*	-	*	-	1	-	-	-	1	1
	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%	-%	*%	*%
Tesco	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%
Primus	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-
	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%
Other	27	7	18	1	2	3	5	4	6	2	7	25	*	1	-	17	9
	1%	2%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	*%	1%	-%	1%	3%
																	o
Don't know	11	1	8	1	1	-	1	1	1	-	7	9	-	3	-	11	1
	*%	*%	*%	1%	*%	-%	*%	*%	*%	-%	1%	*%	-%	1%	-%	*%	*%
BT/ EE/ PLUSNET	869	160	582	30	98	125	117	112	123	102	290	727	49	64	30	676	193
	35%	46%	36%	32%	24%	32%	32%	29%	41%	43%	37%	35%	40%	35%	38%	32%	54%
		bcd	d						efg	efg	g						o

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	Total	SERVICES AT HOME								SERVICES							
		LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	*n	o	*p
Unweighted total	2518	2425	2518	2433	2518	197	2518	1480	1038	-	2518	85	2433	2433	-	85	-
Effective Weighted Sample	2046	1969	2046	1978	2046	157	2046	1215	853	-	2046	70	1978	1978	-	70	-
Total	2469	2359	2469	2398	2469	203	2469	1479	1055	-	2469	71	2398	2398	-	71	-
BT	665	645	665	646	665	49	665	337	272	-	665	18	646	646	-	18	-
	27%	27%	27%	27%	27%	24%	27%	23%	26%	-%	27%	26%	27%	27%	-%	26%	-%
		g	g	g	g		g										
Sky	627	591	627	612	627	54	627	485	294	-	627	16	612	612	-	16	-
	25%	25%	25%	26%	25%	27%	25%	33%	28%	-%	25%	22%	26%	26%	-%	22%	-%
								abdcdfh									
Virgin Media	525	494	525	508	525	47	525	408	226	-	525	17	508	508	-	17	-
	21%	21%	21%	21%	21%	23%	21%	28%	21%	-%	21%	25%	21%	21%	-%	25%	-%
								abdcdfh									
TalkTalk	325	310	325	318	325	36	325	143	125	-	325	7	318	318	-	7	-
	13%	13%	13%	13%	13%	18%	13%	10%	12%	-%	13%	10%	13%	13%	-%	10%	-%
		g	g	g	g	gh	g										
Plusnet	108	106	108	102	108	5	108	26	55	-	108	5	102	102	-	5	-
	4%	4%	4%	4%	4%	3%	4%	2%	5%	-%	4%	8%	4%	4%	-%	8%	-%
		g	g	g	g		g		g								
EE (inc. Orange/ T-Mobile)	97	95	97	95	97	7	97	35	47	-	97	2	95	95	-	2	-
	4%	4%	4%	4%	4%	4%	4%	2%	4%	-%	4%	2%	4%	4%	-%	2%	-%
		g	g	g	g		g		g								
Post Office	23	23	23	20	23	1	23	6	5	-	23	3	20	20	-	3	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	4%	1%	1%	-%	4%	-%
												jlm				jlm	
Vodafone	20	20	20	20	20	-	20	8	7	-	20	-	20	20	-	-	-
	1%	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	-%	1%	1%	-%	-%	-%
Utility Warehouse	15	15	15	15	15	1	15	8	7	-	15	-	15	15	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	-%	-%	-%
SSE	7	7	7	7	7	-	7	2	2	-	7	-	7	7	-	-	-
	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2518	2425	2518	2433	2518	197	2518	1480	1038	-	2518	85	2433	2433	-	85	-
Effective Weighted Sample	2046	1969	2046	1978	2046	157	2046	1215	853	-	2046	70	1978	1978	-	70	-
Total	2469	2359	2469	2398	2469	203	2469	1479	1055	-	2469	71	2398	2398	-	71	-
O2	6 *%	6 *%	6 *%	6 *%	6 *%	* *%	6 *%	1 *%	3 *%	- -%	6 *%	- -%	6 *%	6 *%	- -%	- -%	- -%
John Lewis	4 *%	4 *%	4 *%	4 *%	4 *%	- -%	4 *%	* *%	* *%	- -%	4 *%	- -%	4 *%	4 *%	- -%	- -%	- -%
Fuel Broadband	4 *%	4 *%	4 *%	4 *%	4 *%	- -%	4 *%	1 *%	2 *%	- -%	4 *%	- -%	4 *%	4 *%	- -%	- -%	- -%
Co-op/Cooperative	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
KComm	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Tesco	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Primus	* *%	* *%	* *%	* *%	* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%
Other	27 1%	26 1%	27 1%	24 1%	27 1%	1 *%	27 1%	8 1%	8 1%	- -%	27 1%	3 4%	24 1%	24 1%	- -%	3 4%	- -%
												jlm				jlm	
Don't know	11 *%	10 *%	11 *%	11 *%	11 *%	- -%	11 *%	8 1%	1 *%	- -%	11 *%	- -%	11 *%	11 *%	- -%	- -%	- -%
BT/ EE/ PLUSNET	869 35%	846 36%	869 35%	844 35%	869 35%	62 30%	869 35%	399 27%	374 35%	- -%	869 35%	25 36%	844 35%	844 35%	- -%	25 36%	- -%
		g	g	g	g		g		g								

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2518	282	2223	864	561	89	306	473	98	31	1051	1458	85	286	1110	1396	1122
Effective Weighted Sample	2046	226	1892	643	483	77	257	408	82	24	801	1238	67	243	914	1148	899
Total	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
BT	665 27%	4 4%	660 28% a	660 88% defghijkl	1 *% fg	* *% cefg hijkl	1 *% fg	1 *% cefg hijkl	- -% 1%	- -% 1%	660 71% defghijkl	4 *% cefg hijl	1 2% dk	82 24% no	163 16% p	245 18% p	419 38% mno
Sky	627 25%	24 23%	603 26%	22 3% fg	603 99% cefg hijkl	- -% d	* *% 302 99% cdeghijkl	* *% 507 100% cdefhijkl	1 1% - -%	* 1% * 2%	22 2% 17 2% 21 2%	605 40% 508 33% 303 20% 1 1%	1 2% 1 1% 1 1%	98 29% 61 18% 32 9%	289 28% 242 24% 160 16% 52 5%	387 29% 303 22% 191 14% 67 5% 52 5%	240 22% 222 20% 134 12% 30 3%
Virgin Media	525 21%	18 17%	507 22%	16 2% df	* *% d	1 1% d	* *% 302 99% cdeghijkl	507 100% cdefhijkl	- -% - -%	* 1% * 2%	17 2% 21 2%	508 33% 303 20% 1 1%	1 1% 1 1% 1 1%	61 18% 32 9%	242 24% 160 16% 52 5%	303 22% 191 14% 67 5%	222 20% 134 12% 30 3%
TalkTalk	325 13%	22 21% b	302 13%	20 3% dg	- -% dg	- -% cdeghijkl	302 99% cdeghijkl	- -% cdeghijkl	* *% - -%	* 2% dg	21 2% dg	303 20% cdeghijl	1 1% dg	32 9%	160 16% mp	191 14%	134 12%
Plusnet	108 4%	16 15% b	91 4%	12 2% dfgk	1 *% dfgk	- -% dfgk	- -% cdefgijkl	- -% cdefgijkl	91 99% cdefgijkl	1 3% dfgk	103 11% cdefgkl	4 *% cdefgkl	3 3% dfgk	19 6% p	60 6% p	79 6% p	29 3%
EE (inc. Orange/ T-Mobile)	97 4%	10 10% b	87 4%	9 1% dgk	- -% dgk	86 98% cdfghijkl	* *% cdfghijkl	- -% cdfghijkl	- -% cdfghijkl	* 1% dg	95 10% cdfghkl	2 *% cdgj	1 1% cdgj	15 5% p	52 5% p	67 5% p	30 3%
Post Office	23 1%	- -%	23 1%	- -%	- -%	- -%	- -%	- -%	- -%	23 89% cdefghijkl	- -%	23 1% cdgj	- -%	6 2% p	11 1%	17 1%	5 *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB					LANDLINE PROVIDER					SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	282	2223	864	561	89	306	473	98	31	1051	1458	85	286	1110	1396	1122
Effective Weighted Sample	2046	226	1892	643	483	77	257	408	82	24	801	1238	67	243	914	1148	899
Total	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
Vodafone	20 1%	2 2%	18 1%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	18 1%	18 22%	8 2%	5 *%	13 1%	7 1%
												cdgj	cdefghijk	np			
Utility Warehouse	15 1%	- -%	15 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	15 1%	15 19%	3 1%	8 1%	11 1%	4 *%
												cdgj	cdefghijk				
SSE	7 *%	- -%	7 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	7 *%	7 8%	2 *%	5 *%	7 *%	- -%
													cdefghijk	p	p	p	
O2	6 *%	1 1%	5 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	5 *%	5 7%	* *%	4 *%	5 *%	1 *%
													cdefghijk				
John Lewis	4 *%	* *%	4 *%	* *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	4 *%	4 5%	- -%	4 *%	4 *%	* *%
													cdfgjk				
Fuel Broadband	4 *%	2 2%	2 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	3 *%	2 3%	- -%	2 *%	2 *%	2 *%
		b											cdfgjk				
Co-op/Cooperative	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 2%	- -%	1 *%	1 *%	- -%
													cdfgjk				
KComm	1 *%	1 1%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	1 2%	* *%	1 *%	* *%	- -%	1 *%	1 *%	1 *%
		b								cdgjk							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2518	282	2223	864	561	89	306	473	98	31	1051	1458	85	286	1110	1396	1122
Effective Weighted Sample	2046	226	1892	643	483	77	257	408	82	24	801	1238	67	243	914	1148	899
Total	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
Tesco	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 1% cdgjk	- -%	1 *%	1 *%	- -%
Primus	* *%	* *% b	- -%	* *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	* *%	* *%	- -%
Other	27 1%	7 6% b	19 1%	5 1%	* *%	* *%	* *%	- -%	* *%	- -%	6 1%	20 1% dg	20 24% cdefghijk	7 2% p	14 1%	20 1%	7 1%
Don't know	11 *%	- -%	- -%	2 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	1 *%	1 *%	2 *%	9 1% no
BT/ EE/ PLUSNET	869 35%	30 28%	837 36% a	681 91% dfgikl	2 *%	86 98% cdfgijkl	1 *%	1 *%	91 99% cdfgijkl	1 5% dfgk	858 92% dfgikl	10 1%	5 6% dfgk	116 35% n	275 27%	391 29%	478 43% mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	651	1542	467	509	949	1836	318	364	1018	1879	298	341	1171	1835	309	289
Effective Weighted Sample	2046	521	1240	377	441	778	1476	260	322	827	1512	244	302	1012	1521	228	229
Total	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
BT	665	183	430	104	131	256	493	73	98	273	501	69	94	328	479	87	80
	27%	31%	30%	23%	22%	30%	29%	22%	22%	30%	29%	22%	23%	26%	26%	32%	30%
		cd	cd			gh	gh			kl	kl				n		
Sky	627	128	308	117	203	178	372	117	139	191	384	117	126	359	504	45	62
	25%	22%	22%	26%	34%	21%	22%	35%	31%	21%	22%	37%	30%	28%	27%	17%	23%
					abc			ef	ef			ij	ij	o	o		
Virgin Media	525	102	281	120	124	179	360	68	98	198	372	59	93	284	411	44	53
	21%	17%	20%	27%	21%	21%	21%	20%	22%	22%	21%	19%	22%	22%	22%	16%	20%
				abd										o	o		
TalkTalk	325	88	195	56	74	117	234	34	57	126	237	34	54	157	241	48	29
	13%	15%	14%	12%	12%	14%	14%	10%	13%	14%	14%	11%	13%	12%	13%	18%	11%
																mp	
Plusnet	108	27	59	28	22	43	79	15	15	45	79	15	15	43	75	12	15
	4%	5%	4%	6%	4%	5%	5%	4%	3%	5%	5%	5%	3%	3%	4%	5%	6%
EE (inc. Orange/ T-Mobile)	97	24	63	11	24	36	67	13	18	38	70	10	18	46	73	12	11
	4%	4%	4%	2%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%
Post Office	23	5	16	2	4	7	16	3	4	8	16	4	2	6	11	2	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
																	mn
Vodafone	20	2	9	4	7	4	10	5	5	4	10	5	5	9	13	6	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
												i				mn	
Utility Warehouse	15	5	9	2	4	6	10	2	3	6	10	2	3	9	11	*	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
																*	

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	651	1542	467	509	949	1836	318	364	1018	1879	298	341	1171	1835	309	289
Effective Weighted Sample	2046	521	1240	377	441	778	1476	260	322	827	1512	244	302	1012	1521	228	229
Total	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
SSE	7 *%	2 *%	5 *%	* *%	1 *%	3 *%	6 *%	- -%	1 *%	3 *%	6 *%	- -%	1 *%	4 *%	6 *%	1 *%	- -%
O2	6 *%	2 *%	3 *%	1 *%	1 *%	1 *%	3 *%	1 *%	1 *%	2 *%	3 *%	1 *%	1 *%	3 *%	5 *%	- -%	1 *%
John Lewis	4 *%	3 1%	3 *%	- -%	1 *%	3 *%	4 *%	- -%	- -%	3 *%	4 *%	- -%	- -%	* *%	1 *%	3 1%	- -%
Fuel Broadband	4 *%	1 *%	2 *%	1 *%	1 *%	1 *%	1 *%	2 *%	1 *%	1 *%	2 *%	1 *%	1 *%	- -%	- -%	2 1%	1 1%
Co-op/Cooperative	1 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%
KComm	1 *%	* *%	1 *%	- -%	- -%	* *%	1 *%	- -%	- -%	* *%	1 *%	- -%	- -%	* *%	* *%	1 *%	- -%
Tesco	1 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%
Primus	* *%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%
Other	27 1%	12 2%	22 2%	2 *%	3 1%	13 2%	25 1%	1 *%	2 *%	13 1%	25 1%	1 *%	2 *%	6 *%	15 1%	4 1%	6 2%
Don't know	11 *%	1 *%	7 1%	1 *%	3 *%	1 *%	8 1%	1 *%	2 *%	1 *%	8 *%	1 *%	2 *%	9 1%	11 1%	1 *%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	651	1542	467	509	949	1836	318	364	1018	1879	298	341	1171	1835	309	289
Effective Weighted Sample	2046	521	1240	377	441	778	1476	260	322	827	1512	244	302	1012	1521	228	229
Total	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
BT/ EE/ PLUSNET	869	234	551	142	177	335	638	101	131	356	650	93	126	417	627	111	106
	35%	40%	39%	32%	29%	39%	38%	30%	29%	39%	38%	29%	30%	33%	34%	41%	39%
		cd	cd			gh	gh			kl	kl				mn		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2518	767	1223	704	949	346	402	205	681	1260	110	1417	617	483	257	93
Effective Weighted Sample	2046	649	1004	585	774	273	332	168	555	1077	81	1177	512	400	208	82
Total	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
BT	665	200	311	203	267	86	112	41	173	361	38	409	154	101	73	28
	27%	24%	25%	32% abe	31% ab	25%	31% g	22%	28%	27%	38% gi	26%	33% km	22%	27%	29%
Sky	627	248	360	122	183	85	78	42	134	385	20	434	76	118	65	24
	25%	30% cd	29% cd	19%	21%	25%	21%	23%	22%	28% fh	19%	28% l	16%	26% l	24%	25%
Virgin Media	525	199	289	102	158	78	60	50	134	255	17	342	80	103	67	17
	21%	24% cd	23% cd	16%	18%	23% c	16%	27% fi	22%	19%	17%	22% l	17%	23% l	25%	18%
TalkTalk	325	90	139	93	124	62	56	34	96	177	8	177	72	76	24	5
	13%	11%	11%	15% ab	14% ab	18% ab	16%	18% j	16%	13%	8%	11%	15% k	17% k	9%	6%
Plusnet	108	39	57	34	38	13	17	4	22	63	7	63	31	14	16	6
	4%	5%	5%	5%	4%	4%	5%	2%	4%	5%	7% g	4%	7% km	3%	6%	6%
EE (inc. Orange/ T-Mobile)	97	30	42	38	45	10	20	7	28	50	4	58	14	24	11	7
	4%	4%	3%	6% abe	5% b	3%	5%	4%	5%	4%	4%	4%	3%	5%	4%	7%
Post Office	23	6	12	9	10	-	6	1	7	13	-	8	9	5	-	-
	1%	1%	1%	1% e	1%	-%	2%	1%	1%	1%	-%	1%	2% k	1%	-%	-%
Vodafone	20	6	10	6	8	2	-	2	2	13	-	11	6	2	2	5
	1%	1%	1%	1%	1%	*%	-%	1%	*%	1%	-%	1%	1%	1%	1%	5%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD Which company do you pay for your household's fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2518	767	1223	704	949	346	402	205	681	1260	110	1417	617	483	257	93
Effective Weighted Sample	2046	649	1004	585	774	273	332	168	555	1077	81	1177	512	400	208	82
Total	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
Utility Warehouse	15 1%	5 1%	8 1%	4 1%	6 1%	1 *%	3 1%	1 *%	4 1%	11 1%	- -%	13 1%	2 *%	1 *%	1 *%	2 2%
SSE	7 *%	1 *%	3 *%	1 *%	2 *%	1 *%	2 *%	- -%	2 *%	4 *%	- -%	3 *%	1 *%	3 1%	- -%	- -%
O2	6 *%	3 *%	5 *%	1 *%	1 *%	- -%	- -%	2 1%	2 *%	4 *%	- -%	6 *%	* *%	- -%	1 *%	- -%
John Lewis	4 *%	- -%	1 *%	3 *%	3 *%	- -%	3 1%	1 1%	4 1%	- -%	- -%	* *%	3 1%	1 *%	* *%	- -%
Fuel Broadband	4 *%	1 *%	2 *%	1 *%	1 *%	1 *%	1 *%	1 *%	2 *%	1 *%	- -%	3 *%	1 *%	- -%	- -%	- -%
Co-op/Cooperative	1 *%	- -%	1 *%	* *%	* *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%
KComm	1 *%	- -%	- -%	1 *%	1 *%	- -%	* *%	* *%	1 *%	1 *%	- -%	* *%	1 *%	- -%	- -%	- -%
Tesco	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%
Primus	* *%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	- -%	- -%	* *%	- -%
Other	27 1%	6 1%	8 1%	12 2% b	16 2% b	3 1%	2 *%	2 1%	4 1%	8 1%	7 6% fghi	13 1%	7 2%	7 1%	8 3%	2 2%
Don't know	11 *%	3 *%	6 1%	1 *%	3 *%	1 *%	3 1%	- -%	3 1%	4 *%	- -%	5 *%	3 1%	3 1%	1 *%	- -%
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 12**

**Q2. SHOWCARD** Which company do you pay for your household's fixed broadband service? (SINGLE CODE)

Base : Those with fixed broadband

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS			
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE	TO RECEIVE	TO MAKE OR	NEED	MORE	WORKING	RETIRED	OTHER	SELF-	RUN FROM	
		AGREE	DISAGREE	DISAGREE	DK			OR FOR	TO GET				RELIABLE			NOT
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2518	767	1223	704	949	346	402	205	681	1260	110	1417	617	483	257	93
Effective Weighted Sample	2046	649	1004	585	774	273	332	168	555	1077	81	1177	512	400	208	82
Total	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
BT/ EE/ PLUSNET	869	269	410	275	350	109	148	52	223	475	50	530	200	139	100	40
	35%	32%	33%	43%	40%	32%	41%	28%	36%	35%	49%	34%	43%	30%	37%	42%
				abe	abe		g		g		ghi		km			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 13**

**COMPARING PROVIDERS USED FOR LANDLINE AND FIXED BROADBAND**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) and who have fixed broadband

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2518	1220	1298	192	403	450	475	432	373	193	853	566	758	717	475	567	294	273
Effective Weighted Sample	2046	1005	1041	172	346	382	392	346	310	162	715	472	587	589	405	474	254	220
Total	2469	1216	1252	244	525	443	472	346	279	160	969	439	737	701	522	508	280	228
SAME PROVIDER FOR LANDLINE AND FIXED BROADBAND	2346	1152	1194	238	508	427	446	320	255	152	935	407	690	665	506	483	269	214
	95%	95%	95%	98%	97%	96%	95%	92%	91%	95%	97%	93%	94%	95%	97%	95%	96%	94%
				ghk	ghk	ghk					ghk				l			
DIFFERENT PROVIDERS FOR LANDLINE AND FIXED BROADBAND	108	60	48	4	13	13	25	24	22	7	26	29	44	29	13	22	11	11
	4%	5%	4%	2%	2%	3%	5%	7%	8%	4%	3%	7%	6%	4%	3%	4%	4%	5%
							j	cdej	cdej			cdej	n					
DON'T KNOW PROVIDER FOR ONE OR BOTH SERVICES	15	5	10	1	4	4	1	2	2	1	8	3	3	7	3	3	-	3
	1%	5%	1%	1%	1%	1%	5%	1%	1%	5%	1%	1%	5%	1%	5%	1%	0%	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 13**

**COMPARING PROVIDERS USED FOR LANDLINE AND FIXED BROADBAND**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) and who have fixed broadband

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	440	1510	126	441	421	387	372	310	241	787	2108	219	126	65	2124	394
Effective Weighted Sample	2046	368	1235	105	374	343	308	293	243	180	684	1744	201	109	59	1744	302
Total	2469	348	1613	91	417	392	365	382	301	238	791	2088	121	181	78	2111	358
SAME PROVIDER FOR LANDLINE AND FIXED BROADBAND	2346	324	1538	83	400	371	345	364	280	224	763	1980	114	173	78	2011	335
	95%	93%	95%	91%	96%	95%	94%	95%	93%	94%	96% h	95%	95%	96%	100%	95%	94%
DIFFERENT PROVIDERS FOR LANDLINE AND FIXED BROADBAND	108	22	64	7	15	19	19	17	19	14	19	96	7	5	-	86	22
	4%	6%	4%	8%	4%	5% j	5% j	4%	6% j	6% j	2%	5%	5%	3%	-%	4%	6%
DON'T KNOW PROVIDER FOR ONE OR BOTH SERVICES	15	2	10	1	2	1	1	1	2	-	9	13	-	3	-	14	1
	1%	1%	1%	1%	*%	*%	*%	*%	1%	-%	1%	1%	-%	1%	-%	1%	*%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 13**

**COMPARING PROVIDERS USED FOR LANDLINE AND FIXED BROADBAND**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) and who have fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	*n	o	*p
Unweighted total	2518	2425	2518	2433	2518	197	2518	1480	1038	-	2518	85	2433	2433	-	85	-
Effective Weighted Sample	2046	1969	2046	1978	2046	157	2046	1215	853	-	2046	70	1978	1978	-	70	-
Total	2469	2359	2469	2398	2469	203	2469	1479	1055	-	2469	71	2398	2398	-	71	-
SAME PROVIDER FOR LANDLINE AND FIXED BROADBAND	2346	2240	2346	2285	2346	194	2346	1421	1016	-	2346	61	2285	2285	-	61	-
	95%	95%	95%	95%	95%	96%	95%	96%	96%	-%	95% ko	86%	95% ko	95% ko	-%	86%	-%
DIFFERENT PROVIDERS FOR LANDLINE AND FIXED BROADBAND	108	107	108	99	108	9	108	51	36	-	108	9	99	99	-	9	-
	4%	5%	4%	4%	4%	4%	4%	3%	3%	-%	4%	13% jlm	4%	4%	-%	13% jlm	-%
DON'T KNOW PROVIDER FOR ONE OR BOTH SERVICES	15	12	15	14	15	-	15	8	3	-	15	1	14	14	-	1	-
	1%	1%	1%	1%	1%	-%	1%	1%	*%	-%	1%	1%	1%	1%	-%	1%	-%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 13**

**COMPARING PROVIDERS USED FOR LANDLINE AND FIXED BROADBAND**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) and who have fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2518	282	2223	864	561	89	306	473	98	31	1051	1458	85	286	1110	1396	1122
Effective Weighted Sample	2046	226	1892	643	483	77	257	408	82	24	801	1238	67	243	914	1148	899
Total	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
SAME PROVIDER FOR LANDLINE AND FIXED BROADBAND	2346 95%	- -%	2346 100% a	660 88%	603 99% cijl	86 98% cijl	302 99% cijl	507 100% ceijl	91 99% cijl	23 89%	837 90%	1509 99% cijl	73 90%	324 97% p	995 97% p	1320 97% p	1026 92%
DIFFERENT PROVIDERS FOR LANDLINE AND FIXED BROADBAND	108 4%	108 100% b	- -%	88 12% defghk	3 1%	2 2% g	2 1%	1 *%	1 1%	3 11% dfghk	91 10% defghk	17 1%	8 10% defghk	6 2%	26 2%	32 2%	76 7% mno
DON'T KNOW PROVIDER FOR ONE OR BOTH SERVICES	15 1%	- -%	- -%	2 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	2 *%	2 *%	- -%	4 1%	3 *%	6 *%	9 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 13**

**COMPARING PROVIDERS USED FOR LANDLINE AND FIXED BROADBAND**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) and who have fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	651	1542	467	509	949	1836	318	364	1018	1879	298	341	1171	1835	309	289
Effective Weighted Sample	2046	521	1240	377	441	778	1476	260	322	827	1512	244	302	1012	1521	228	229
Total	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
SAME PROVIDER FOR LANDLINE AND FIXED BROADBAND	2346	559	1334	421	591	808	1593	319	434	869	1632	304	410	1232	1786	250	249
	95%	95%	94%	94%	98% abc	95%	94%	96%	98% ef	95%	94%	95%	98% ij	98% nop	96% op	93%	92%
DIFFERENT PROVIDERS FOR LANDLINE AND FIXED BROADBAND	108	26	73	26	9	41	87	13	8	44	89	13	5	21	59	19	20
	4%	4%	5%	6%	1%	5%	5%	4%	2%	5%	5%	4%	1%	2%	3%	7%	8%
		d	d	d		h	h			l	l	l			m	mn	mn
DON'T KNOW PROVIDER FOR ONE OR BOTH SERVICES	15	3	10	1	4	3	11	1	3	3	11	1	3	9	14	1	-
	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 13**

**COMPARING PROVIDERS USED FOR LANDLINE AND FIXED BROADBAND**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) and who have fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE					MAIN REASON FOR HAVING A LANDLINE						WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2518	767	1223	704	949	346	402	205	681	1260	110	1417	617	483	257	93
Effective Weighted Sample	2046	649	1004	585	774	273	332	168	555	1077	81	1177	512	400	208	82
Total	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
SAME PROVIDER FOR LANDLINE AND FIXED BROADBAND	2346 95%	818 98% cde	1204 96%	597 94%	818 94%	323 94%	341 94%	176 93%	580 94%	1319 98% fghj	94 93%	1482 96% l	425 92%	438 96% l	257 95%	93 96%
DIFFERENT PROVIDERS FOR LANDLINE AND FIXED BROADBAND	108 4%	18 2%	42 3%	35 6% ab	47 5% ab	19 5% a	16 4% i	13 7% i	32 5% i	29 2%	7 7% i	58 4%	34 7% km	16 4%	11 4%	3 4%
DON'T KNOW PROVIDER FOR ONE OR BOTH SERVICES	15 1%	3 *%	9 1%	1 *%	4 *%	2 1%	6 2% j	- -%	6 1%	5 *%	- -%	8 1%	4 1%	3 1%	1 *%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 15**

**Q4. SHOWCARD Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Unlimited evening and weekend calls to UK landlines	905 33%	445 33%	460 32%	52 20%	140 25%	168 36% cdj	195 38% cdj	135 35% cd	124 37% cdj	91 32% c	308 30% c	215 35% cd	269 34%	240 32%	215 35%	181 29%	94 29%	87 30%
Unlimited weekend calls to UK landlines	792 28%	396 29%	395 28%	48 19%	149 27% c	130 28% c	166 33% ci	120 31% c	108 32% ci	71 25%	280 27% c	179 29% c	243 31%	218 29%	169 27%	160 26%	86 26%	74 25%
Unlimited calls to UK landlines at any time	728 26%	373 27%	356 25%	32 12%	97 17%	112 24% cd	125 25% cd	128 34% cdefj	131 39% cdefj	104 36% cdefj	209 20% c	235 38% cdefj	245 31% mnop	188 25%	141 23%	153 25%	73 22%	80 28%
Cheaper calls to mobile phones	283 10%	142 10%	141 10%	9 3%	54 10% c	40 8% c	53 10% c	56 15% cdej	45 14% cej	26 9% c	94 9% c	72 12% c	88 11%	73 10%	62 10%	60 10%	31 9%	29 10%
Cheaper international calls	163 6%	75 5%	88 6%	8 3%	29 5%	24 5%	30 6%	28 7%	24 7%	19 6%	54 5%	43 7%	55 7% opq	53 7% opq	33 5%	22 3%	11 4%	10 3%
Something else	46 2%	18 1%	28 2%	2 1%	6 1%	9 2%	7 1%	7 2%	8 2%	7 2%	15 2%	14 2%	13 2%	15 2%	7 1%	11 2%	5 1%	6 2%
Nothing else	408 15%	201 15%	206 15%	73 29% defghijk	115 21% efghik	53 11%	62 12%	37 10%	31 9%	37 13%	168 16% efghk	67 11%	98 12%	116 15%	90 15%	103 17% l	55 17%	48 17%
Don't know	439 16%	198 15%	240 17%	70 28% efghijk	113 20% fghik	78 17% ghk	72 14% h	37 10%	28 8%	40 14% h	191 19% fghk	68 11%	103 13%	119 16%	109 18% l	107 17% l	57 17%	50 17%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 15**

**Q4. SHOWCARD Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422	
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328	
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390	
Unlimited evening and weekend calls to UK landlines	905 33%	170 36% d	555 33%	45 29%	135 29%	150 31%	124 31%	140 35%	103 33%	88 37%	300 32%	730 31%	56 40% k	97 44% kn	23 27%	769 32%	136 35%	
Unlimited weekend calls to UK landlines	792 28%	142 30%	489 29%	37 24%	123 27%	147 30%	101 25%	102 26%	88 29%	85 35% fg	268 28%	670 29%	38 27%	61 27%	23 28%	686 29%	105 27%	
Unlimited calls to UK landlines at any time	728 26%	179 38% bd	396 23%	56 36% bd	97 21%	125 26%	110 28%	104 26%	90 29%	60 25%	238 25%	632 27% m	39 28%	43 19%	14 17%	595 25%	133 34% o	
Cheaper calls to mobile phones	283 10%	57 12%	166 10%	15 10%	45 10%	58 12%	37 9%	51 13% j	30 10%	28 12%	79 8%	235 10%	19 14%	22 10%	6 8%	235 10%	48 12%	
Cheaper international calls	163 6%	37 8% d	104 6% d	6 4%	15 3%	22 4%	26 7%	24 6%	22 7%	21 9% e	48 5%	137 6%	10 7%	13 6%	3 3%	143 6%	20 5%	
Something else	46 2%	11 2%	24 1%	4 2%	7 2%	9 2%	9 2% i	7 2%	3 1%	* *%	18 2%	40 2%	5 3%	1 1%	- -%	38 2%	8 2%	
Nothing else	408 15%	44 10%	260 15% a	23 15%	81 17% a	77 16%	63 16%	46 12%	54 17%	33 14%	134 14%	351 15%	19 14%	31 14%	6 8%	362 15%	46 12%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 15**

**Q4. SHOWCARD** Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY				URBANITY		
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Don't know	439	48	283	20	87	68	63	71	39	38	160	354	20	34	31	383	56
	16%	10%	17%	13%	19%	14%	16%	18%	13%	16%	17%	15%	14%	15%	37%	16%	14%
		a	a		a										klm		

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 15**

**Q4. SHOWCARD Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Unlimited evening and weekend calls to UK landlines	905 33%	892 33%	905 33%	861 33%	806 33%	88 38%	810 32%	519 33%	344 32%	99 31%	806 33%	44 28%	861 33%	785 33%	75 33%	21 30%	23 26%
Unlimited weekend calls to UK landlines	792 28%	776 29%	792 28%	744 28%	729 30%	92 40% abcdfgh	735 29%	486 31%	312 29%	62 20%	729 30% in	47 30% in	744 28% in	703 29% in	41 18%	26 37% in	21 24%
Unlimited calls to UK landlines at any time	728 26%	725 27%	728 26%	680 26%	653 26%	71 31%	659 26%	427 27%	280 26%	75 24%	653 26%	48 30%	680 26%	626 26%	54 24%	27 38% ijklmn	21 24%
Cheaper calls to mobile phones	283 10%	281 11%	283 10%	267 10%	262 11%	37 16% abcdfn	265 11%	185 12%	104 10%	21 7%	262 11% i	16 10%	267 10%	253 11% i	13 6%	9 12%	7 8%
Cheaper international calls	163 6%	163 6%	163 6%	153 6%	144 6%	22 10% bcd	145 6%	105 7%	76 7%	19 6%	144 6%	10 6%	153 6%	141 6%	12 5%	3 5%	6 7%
Something else	46 2%	46 2%	46 2%	46 2%	43 2%	4 2%	44 2%	26 2%	16 1%	3 1%	43 2%	- -%	46 2%	43 2%	3 1%	- -%	- -%
Nothing else	408 15%	349 13%	408 15% g	380 14% g	344 14%	29 13%	354 14%	186 12%	143 13%	64 20% jlm	344 14%	28 18%	380 14%	336 14%	44 19% j	8 12%	20 22% jm
Don't know	439 16%	414 15%	439 16%	416 16%	386 16%	33 14%	388 16%	242 15%	174 16%	53 17%	386 16%	22 14%	416 16%	379 16%	37 17%	7 10%	15 17%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 15**

**Q4. SHOWCARD Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Unlimited evening and weekend calls to UK landlines	905 33%	34 32%	771 33%	341 37% dgk	190 29%	33 36%	101 32%	159 29%	34 37%	19 48% dfgkl	408 37% dgk	497 30%	28 29%	102 30%	405 36% p	507 35% p	398 30%
Unlimited weekend calls to UK landlines	792 28%	24 22%	704 30% a	277 30% h	165 25%	36 40% dfhkl	82 26%	180 33% dfhkl	17 18%	13 34%	330 30% h	462 28%	20 21%	96 28%	324 29%	420 29%	371 28%
Unlimited calls to UK landlines at any time	728 26%	21 19%	632 27% a	221 24%	149 23%	33 36% cdgi	121 38% cdgijk	133 24%	34 36% cdgij	6 15%	288 26%	440 27%	32 33% i	76 22%	354 32% mp	430 29% mp	298 23%
Cheaper calls to mobile phones	283 10%	6 6%	256 11% a	58 6%	51 8%	19 21% cdhjk	52 16% cdhj	77 14% cdhj	6 6%	8 21% cdhj	83 7%	200 12% cdj	12 12% c	46 13% p	150 13% p	196 13% p	87 7%
Cheaper international calls	163 6%	5 4%	139 6%	51 5%	34 5%	10 11% cdgj	26 8%	27 5%	3 3%	7 19% cdfghjkl	64 6%	98 6%	4 4%	21 6%	81 7% p	102 7% p	61 5%
Something else	46 2%	1 1%	41 2%	7 1%	13 2% c	5 6% cdgjk	9 3% c	5 1%	1 1%	2 4% c	13 1%	31 2% c	3 3% c	8 2%	17 2%	25 2%	20 2%
Nothing else	408 15%	21 19% b	318 14%	121 13% e	108 17% e	5 5%	52 16% e	77 14% e	18 20% e	3 7%	144 13% e	258 16% e	18 19% e	64 18% no	108 10%	171 12%	236 18% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

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**Table 15**

**Q4. SHOWCARD** Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Don't know	439	21	359	141	119	14	38	91	8	6	162	271	18	51	161	212	226
	16%	20%	15%	15%	18% fh	15%	12%	16%	8%	15%	15%	16%	19%	15%	14%	14%	17%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



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**Table 15**

**Q4. SHOWCARD Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Unlimited evening and weekend calls to UK landlines	905	273	638	166	101	367	729	106	70	404	738	106	61	427	659	103	98
	33%	39%	38%	34%	16%	36%	37%	30%	15%	37%	37%	31%	14%	32%	33%	33%	32%
		d	d	d		gh	gh	h		l	l	l					
Unlimited weekend calls to UK landlines	792	216	544	139	109	312	623	94	75	344	636	88	68	379	582	85	77
	28%	31%	33%	29%	17%	31%	32%	26%	16%	32%	32%	26%	15%	28%	29%	27%	25%
		d	d	d		h	h	h		l	l	l					
Unlimited calls to UK landlines at any time	728	325	618	81	29	384	645	65	18	419	661	51	17	282	476	114	91
	26%	46%	37%	17%	5%	38%	33%	18%	4%	39%	33%	15%	4%	21%	24%	36%	30%
		bcd	cd	d		fgh	gh	h		jkl	kl	l				mn	mn
Cheaper calls to mobile phones	283	135	249	22	12	162	253	19	10	175	258	17	7	110	202	33	32
	10%	19%	15%	4%	2%	16%	13%	5%	2%	16%	13%	5%	2%	8%	10%	11%	10%
		bcd	cd	d		fgh	gh	h		jkl	kl	l					
Cheaper international calls	163	78	142	16	5	87	149	9	4	98	150	11	2	78	109	22	22
	6%	11%	8%	3%	1%	9%	8%	3%	1%	9%	7%	3%	1%	6%	5%	7%	7%
		cd	cd	d		gh	gh			kl	kl	l					
Something else	46	20	37	3	6	27	39	4	3	28	41	2	3	19	29	10	7
	2%	3%	2%	1%	1%	3%	2%	1%	1%	3%	2%	1%	1%	1%	1%	3%	2%
		cd				h				kl						mn	
Nothing else	408	43	120	71	217	83	179	57	171	86	184	53	170	222	305	24	51
	15%	6%	7%	15%	34%	8%	9%	16%	36%	8%	9%	16%	38%	16%	15%	8%	17%
				ab	abc			ef	efg			ij	ijk	o	o		o

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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**Table 15**

**Q4. SHOWCARD** Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Don't know	439	50	163	83	193	94	220	69	149	97	228	69	142	235	313	49	54
	16%	7%	10%	17%	30%	9%	11%	19%	32%	9%	11%	20%	32%	17%	16%	16%	18%
				ab	abc			ef	efg			ij	ijk				

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 15**

**Q4. SHOWCARD Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Unlimited evening and weekend calls to UK landlines	905 33%	218 25%	364 28%	313 38% ab	417 39% abe	124 32% a	162 33%	98 38% i	296 36% i	424 30%	43 37%	541 33%	212 34%	152 30%	88 32%	31 31%
Unlimited weekend calls to UK landlines	792 28%	225 26%	351 27%	243 30%	341 32% ab	100 26%	123 25%	100 39% fhi	246 30%	372 27%	39 33%	466 28%	181 29%	145 28%	91 33%	38 39%
Unlimited calls to UK landlines at any time	728 26%	108 12%	223 17% a	315 39% abe	398 37% abe	107 28% ab	201 41% ghi	63 25%	283 34% gi	270 19%	44 38% gi	377 23%	243 38% km	109 21%	76 27%	35 36%
Cheaper calls to mobile phones	283 10%	44 5%	95 7%	124 15% abe	163 15% abe	25 6%	60 12% i	22 9%	91 11% i	101 7%	25 21% fghi	158 10%	74 12%	51 10%	36 13%	7 8%
Cheaper international calls	163 6%	19 2%	38 3%	75 9% ab	92 9% ab	32 8% ab	48 10% i	16 6%	65 8% i	51 4%	12 10% i	92 6%	41 7%	29 6%	15 5%	8 8%
Something else	46 2%	7 1%	14 1%	26 3% ab	27 3% ab	5 1%	12 2%	1 1%	14 2%	17 1%	3 3%	24 1%	16 3%	6 1%	9 3%	6 6%
Nothing else	408 15%	183 21% cd	252 19% cd	75 9%	95 9%	60 16% cd	44 9%	37 14% f	91 11%	258 18% fhj	8 7%	240 15% l	72 11%	95 19% kl	24 9%	14 14%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 15**

**Q4. SHOWCARD** Do you receive any of these as part of your landline service from (LANDLINE SUPPER)? (MULTI CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

Significance Level: 95%	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Don't know	439	217	275	75	104	59	59	25	97	266	7	288	57	94	46	11
	16%	25%	21%	9%	10%	15%	12%	10%	12%	19%	6%	18%	9%	18%	17%	11%
		cde	cde			cd				fghj		l		l		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Unlimited evening and weekend calls to UK landlines	618 22%	289 21%	329 23%	26 10%	94 17%	102 22%	135 27%	102 27%	92 28%	68 24%	196 19%	160 26%	179 23%	159 21%	147 24%	133 21%	68 21%	64 22%
Unlimited calls to UK landlines at any time	608 22%	312 23%	296 21%	27 11%	73 13%	97 21%	101 20%	107 28%	112 34%	90 31%	170 17%	203 33%	215 27%	150 20%	116 19%	127 20%	62 19%	65 22%
Caller display	591 21%	301 22%	290 20%	38 15%	73 13%	104 22%	117 23%	91 24%	102 30%	67 23%	177 17%	169 27%	212 27%	166 22%	112 18%	102 17%	53 16%	49 17%
Built in answering service	515 18%	248 18%	267 19%	31 12%	62 11%	81 17%	94 19%	80 21%	93 28%	74 26%	142 14%	167 27%	169 22%	144 19%	98 16%	102 17%	54 17%	48 17%
Unlimited weekend calls to UK landlines	506 18%	239 18%	267 19%	30 12%	93 17%	72 15%	110 22%	80 21%	70 21%	51 18%	165 16%	121 19%	156 20%	139 18%	113 18%	97 16%	53 16%	44 15%
Cheaper calls to mobile phones	194 7%	102 8%	92 6%	8 3%	35 6%	31 7%	36 7%	40 10%	29 9%	15 5%	66 6%	44 7%	65 8%	47 6%	46 7%	36 6%	17 5%	19 7%
Call waiting	161 6%	93 7%	68 5%	13 5%	36 6%	30 6%	27 5%	20 5%	17 5%	20 7%	66 6%	36 6%	56 7%	45 6%	36 6%	23 4%	13 4%	10 3%
Cheaper international calls	97 3%	47 3%	50 4%	6 3%	20 4%	14 3%	20 4%	16 4%	13 4%	8 3%	34 3%	21 3%	35 4%	31 4%	17 3%	14 2%	9 3%	5 2%
Columns Tested:		a,b	c,d,e,f,g,h,i,j,k	l,m,n,o,p,q									oq					

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Call diversion	71	37	34	6	21	9	18	7	7	5	29	11	31	17	11	12	7	5
	3%	3%	2%	2%	4%	2%	4%	2%	2%	2%	3%	2%	4%	2%	2%	2%	2%	2%
													no					
Other	27	10	17	3	4	3	2	9	5	2	7	6	8	10	4	5	3	2
	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
								fj										
None of these	821	394	427	114	235	145	133	74	54	65	380	119	192	238	188	202	107	95
	29%	29%	30%	45%	42%	31%	26%	20%	16%	23%	37%	19%	24%	31%	30%	33%	32%	33%
				efghik	efghik	ghik	ghk			h	efghik			l	l	l	l	l
Don't know	138	73	65	23	35	29	26	12	7	6	64	13	28	42	36	33	18	15
	5%	5%	5%	9%	6%	6%	5%	3%	2%	2%	6%	2%	3%	6%	6%	5%	5%	5%
				ghik	ghik	ghik	hik				ghik							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422	
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328	
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390	
Unlimited evening and weekend calls to UK landlines	618 22%	122 26% bd	364 21%	38 24%	95 20%	105 21%	77 19%	95 24%	66 22%	58 24%	216 23%	505 22% n	34 24% n	73 33% kn	6 7%	547 23%	71 18%	
Unlimited calls to UK landlines at any time	608 22%	158 34% bd	323 19%	45 29% bd	81 18%	104 21%	93 23%	90 23%	71 23%	51 21%	198 21%	528 23%	32 23%	35 16%	13 16%	494 21%	114 29% o	
Caller display	591 21%	139 30% bcd	350 21% d	30 19%	72 16%	98 20%	95 24% j	107 27% ej	71 23% j	57 24% j	164 17%	503 22% l	19 14%	59 27% ln	10 12%	487 20%	105 27% o	
Built in answering service	515 18%	133 29% bd	279 16%	34 22% d	68 15%	82 17%	88 22%	79 20%	55 18%	36 15%	174 18%	439 19% n	33 23% n	37 16%	6 8%	445 19%	70 18%	
Unlimited weekend calls to UK landlines	506 18%	96 21%	312 18%	25 16%	72 16%	76 16%	60 15%	72 18%	56 18%	51 21%	192 20% ef	425 18%	20 14%	48 22%	13 15%	445 19%	61 16%	
Cheaper calls to mobile phones	194 7%	38 8%	120 7%	7 4%	30 6%	36 7%	26 6%	38 10% j	20 7%	22 9%	53 6%	166 7%	9 6%	14 6%	5 6%	155 6%	39 10% o	
Call waiting	161 6%	30 6%	108 6% d	7 4%	16 4%	21 4%	24 6%	31 8% e	17 6%	14 6%	54 6%	141 6% l	3 2%	16 7% l	1 2%	144 6%	17 4%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Cheaper international calls	97 3%	17 4%	66 4%	3 2%	11 2%	11 2%	16 4%	13 3%	14 4%	17 7% ej	26 3%	90 4%	4 3%	1 1%	2 2%	84 4%	13 3%
Call diversion	71 3%	8 2%	51 3%	3 2%	9 2%	11 2%	8 2%	10 3%	10 3%	6 2%	27 3%	62 3%	1 1%	7 3% l	1 1%	66 3%	5 1%
Other	27 1%	6 1%	16 1%	* *%	4 1%	5 1%	6 2%	3 1%	3 1%	* *%	10 1%	21 1%	4 3% k	2 1%	- -%	21 1%	6 2%
None of these	821 29%	82 18%	536 32% ac	37 24%	165 36% ac	162 33% g	108 27%	95 24%	94 31%	73 30%	290 31% g	674 29%	37 26%	69 31%	41 49% klm	717 30%	104 27%
Don't know	138 5%	5 1%	100 6% a	8 5% a	25 5% a	8 2%	21 5% e	26 7% e	16 5% e	14 6% e	54 6% e	125 5% l	1 1%	4 2%	8 9% lm	128 5% p	11 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Unlimited evening and weekend calls to UK landlines	618 22%	615 23%	618 22%	587 22%	538 22%	57 25%	540 22%	337 21%	214 20%	80 25%	538 22%	31 20%	587 22%	524 22%	63 28%	14 20%	17 19%
Unlimited calls to UK landlines at any time	608 22%	607 23%	608 22%	567 22%	540 22%	55 24%	546 22%	349 22%	234 22%	67 21%	540 22%	40 25%	567 22%	519 22%	49 22%	22 31%	18 21%
Caller display	591 21%	586 22%	591 21%	562 21%	531 21%	51 22%	533 21%	338 22%	215 20%	61 19%	531 21%	29 19%	562 21%	509 21%	52 23%	21 30%	8 9%
Built in answering service	515 18%	510 19%	515 18%	490 19%	453 18%	40 18%	455 18%	295 19%	202 19%	62 20%	453 18%	24 15%	490 19%	440 18%	50 22%	13 18%	11 13%
Unlimited weekend calls to UK landlines	506 18%	500 19%	506 18%	469 18%	460 19%	58 25%	466 19%	300 19%	178 17%	46 14%	460 19%	37 23%	469 18%	442 18%	27 12%	18 25%	19 21%
Cheaper calls to mobile phones	194 7%	194 7%	194 7%	182 7%	180 7%	25 11%	182 7%	124 8%	74 7%	14 4%	180 7%	12 8%	182 7%	174 7%	8 3%	6 8%	6 7%
Call waiting	161 6%	157 6%	161 6%	152 6%	138 6%	14 6%	138 6%	101 6%	54 5%	23 7%	138 6%	9 6%	152 6%	135 6%	17 7%	3 5%	6 7%
Cheaper international calls	97 3%	97 4%	97 3%	91 3%	90 4%	12 5%	90 4%	68 4%	50 5%	7 2%	90 4%	6 4%	91 3%	89 4%	3 1%	1 2%	4 5%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Call diversion	71 3%	67 3%	71 3%	66 3%	64 3%	12 5% abcdf	64 3%	49 3%	35 3%	7 2%	64 3%	5 3%	66 3%	61 3%	5 2%	3 4%	3 3%
Other	27 1%	26 1%	27 1%	27 1%	25 1%	4 2%	27 1%	14 1%	10 1%	2 1%	25 1%	- -%	27 1%	25 1%	2 1%	- -%	- -%
None of these	821 29%	738 28%	821 29%	774 29%	734 30%	50 22%	744 30%	445 28%	337 31%	87 27%	734 30%	47 30%	774 29%	719 30%	54 24%	15 22%	32 36%
Don't know	138 5%	129 5%	138 5%	136 5%	131 5%	12 5%	131 5%	87 6%	78 7%	8 2%	131 5%	3 2%	136 5%	129 5%	7 3%	2 2%	1 1%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Unlimited evening and weekend calls to UK landlines	618 22%	24 23%	512 22%	239 26% dgk	125 19%	26 28%	67 21%	105 19%	21 22%	13 34% dg	285 26% dgk	333 20%	23 24%	67 20%	282 25% p	350 24%	268 20%
Unlimited calls to UK landlines at any time	608 22%	18 17%	522 22% a	187 20%	127 19%	29 31% cdgik	100 31% cdgijk	103 19%	31 33% cdgijk	3 9%	246 22%	361 22%	28 29% dgi	64 18%	297 26% mp	361 25% mp	246 19%
Caller display	591 21%	36 33% b	493 21%	233 25% dgk	120 18%	24 26% g	85 27% dgk	84 15%	18 19%	5 12%	275 25% dgk	316 19%	23 24%	75 22%	259 23%	334 23%	258 20%
Built in answering service	515 18%	23 21%	426 18%	199 21% dgk	105 16%	15 17%	68 21% g	83 15%	20 22%	6 17%	234 21% dgk	279 17%	15 16%	40 12%	230 20% m	270 18% m	245 19% m
Unlimited weekend calls to UK landlines	506 18%	17 16%	441 19%	177 19%	101 16%	23 25% dh	58 18%	112 20% d	12 12%	9 24%	212 19%	294 18%	14 14%	57 17%	206 18%	263 18%	243 18%
Cheaper calls to mobile phones	194 7%	3 2%	177 8% a	42 4%	35 5%	11 12% cdj	40 12% cdhjk	50 9% cdj	4 4%	2 5%	57 5%	137 8% cdj	11 11% cj	30 9% p	105 9% p	135 9% p	59 4%
Call waiting	161 6%	5 5%	132 6%	61 7%	44 7%	5 5%	18 5%	29 5%	3 3%	- -%	69 6%	92 6%	1 2%	13 4%	82 7% mp	94 6%	67 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Cheaper international calls	97 3%	3 3%	87 4%	29 3%	24 4%	4 5%	17 5%	14 3%	3 3%	2 6%	37 3%	60 4%	3 3%	14 4%	51 5% p	66 4% p	31 2%
Call diversion	71 3%	4 4%	60 3%	25 3%	23 3%	3 3%	10 3%	9 2%	2 2%	- -%	29 3%	42 3%	* *%	5 2%	35 3%	41 3%	31 2%
Other	27 1%	2 2%	23 1%	6 1%	6 1%	3 3% c	5 2%	6 1%	- -%	1 2%	9 1%	18 1%	1 1%	7 2% n	9 1%	16 1%	11 1%
None of these	821 29%	27 25%	702 30%	241 26%	228 35% ce fj	16 18%	75 23%	184 33% ce fj	30 32% e	15 39% e	286 26%	529 32% ce fj	27 28%	116 34% no	285 25%	401 27%	420 32% no
Don't know	138 5%	4 4%	123 5%	33 4%	38 6%	8 8% ch	19 6%	28 5%	1 2%	- -%	42 4%	92 6% c	7 7%	12 4%	60 5%	72 5%	66 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Unlimited evening and weekend calls to UK landlines	618 22%	210 30% cd	483 29% cd	98 20% d	37 6%	269 27% gh	528 27% gh	64 18% h	27 6%	294 27% kl	534 27% kl	62 18% l	23 5%	269 20%	438 22%	80 25%	69 23%
Unlimited calls to UK landlines at any time	608 22%	282 40% bcd	533 32% cd	63 13% d	12 2%	329 33% fgh	547 28% gh	52 15% h	9 2%	355 33% jkl	561 28% kl	39 11% l	7 2%	218 16%	385 19% m	100 32% mn	82 27% mn
Caller display	591 21%	201 28% cd	443 27% cd	98 20% d	50 8%	276 27% gh	496 25% h	73 21% h	22 5%	296 27% kl	505 25% kl	64 19% l	22 5%	241 18%	400 20%	99 31% mnp	63 21%
Built in answering service	515 18%	196 28% cd	402 24% cd	77 16% d	36 6%	261 26% gh	453 23% gh	46 13% h	15 3%	281 26% kl	461 23% kl	40 12% l	14 3%	212 16%	360 18%	79 25% mnp	51 17%
Unlimited weekend calls to UK landlines	506 18%	156 22% cd	395 24% cd	76 16% d	35 6%	218 22% gh	431 22% gh	51 14% h	24 5%	242 22% kl	439 22% kl	46 14% l	21 5%	220 16%	357 18%	61 19%	51 17%
Cheaper calls to mobile phones	194 7%	98 14% bcd	176 11% cd	11 2%	7 1%	121 12% fgh	177 9% gh	13 4% h	4 1%	130 12% jkl	179 9% kl	10 3%	4 1%	75 6%	135 7%	27 8%	21 7%
Call waiting	161 6%	63 9% cd	122 7% d	25 5% d	14 2%	81 8% gh	138 7% h	15 4%	8 2%	87 8% kl	140 7% l	13 4%	8 2%	76 6%	127 6%	13 4%	12 4%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Cheaper international calls	97	51	90	7	-	53	91	6	-	62	91	6	-	55	70	12	9
	3%	7%	5%	2%	-%	5%	5%	2%	-%	6%	5%	2%	-%	4%	3%	4%	3%
		cd	cd	d		gh	gh	h		kl	kl	l					
Call diversion	71	27	54	11	7	31	59	8	4	32	60	7	4	40	58	5	3
	3%	4%	3%	2%	1%	3%	3%	2%	1%	3%	3%	2%	1%	3%	3%	2%	1%
		d	d			h	h			l	l						
Other	27	10	17	4	6	14	21	2	5	15	21	1	5	12	20	4	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
None of these	821	77	227	160	434	155	351	131	339	160	365	131	325	479	626	50	98
	29%	11%	14%	33%	68%	15%	18%	37%	72%	15%	18%	39%	73%	35%	31%	16%	32%
				ab	abc			ef	efg		i	ij	ijk	no	o		o
Don't know	138	10	36	47	55	26	60	35	43	28	60	39	39	90	111	12	13
	5%	1%	2%	10%	9%	3%	3%	10%	9%	3%	3%	11%	9%	7%	6%	4%	4%
				ab	ab			ef	ef			ij	ij				

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Unlimited evening and weekend calls to UK landlines	618 22%	116 13%	211 16%	247 30% abe	320 30% abe	87 22% ab	127 26% i	71 28% i	226 27% i	264 19%	32 28% i	353 22%	155 25%	110 22%	47 17%	13 13%
Unlimited calls to UK landlines at any time	608 22%	73 8%	171 13% a	279 34% abe	345 32% abe	91 24% ab	175 36% ghi	49 19%	242 29% gi	217 16%	39 34% gi	307 19%	212 34% km	88 17%	60 22%	25 25%
Caller display	591 21%	93 11%	206 16% a	219 27% ab	283 26% ab	103 27% ab	112 23% i	60 24%	199 24% i	252 18%	34 30% i	333 20% m	180 28% km	78 15%	50 18%	23 23%
Built in answering service	515 18%	83 9%	169 13% a	212 26% abe	269 25% ab	77 20% ab	129 26% i	51 20% i	200 24% i	200 14%	33 28% i	257 16%	187 30% km	70 14%	52 19%	22 22%
Unlimited weekend calls to UK landlines	506 18%	103 12%	192 15%	179 22% ab	248 23% abe	66 17% a	92 19%	74 29% fhi	185 22% i	207 15%	26 23% i	290 18%	125 20%	91 18%	58 21%	17 17%
Cheaper calls to mobile phones	194 7%	22 2%	56 4%	93 11% abe	124 11% abe	14 4%	38 8% i	16 6%	60 7% i	66 5%	21 18% fghi	109 7%	51 8%	34 7%	28 10%	5 5%
Call waiting	161 6%	15 2%	56 4% a	47 6% a	68 6% ab	37 10% abcd	39 8% i	17 7%	61 7% i	65 5%	10 9%	103 6%	33 5%	25 5%	13 5%	8 8%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 16**

**Q5. SHOWCARD Which of the following do you use or value as part of your service? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Cheaper international calls	97	8	19	42	57	21	31	9	41	29	7	56	21	21	8	3
	3%	1%	1%	5%	5%	5%	6%	3%	5%	2%	6%	3%	3%	4%	3%	3%
				ab	ab	ab	i		i		i					
Call diversion	71	16	32	25	26	12	16	7	27	27	4	52	13	6	11	4
	3%	2%	2%	3%	2%	3%	3%	3%	3%	2%	3%	3%	2%	1%	4%	4%
												m				
Other	27	10	13	10	12	2	5	1	8	12	1	14	7	6	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
None of these	821	455	558	115	166	98	68	49	131	565	13	547	110	164	72	30
	29%	52%	42%	14%	15%	25%	14%	19%	16%	40%	12%	33%	17%	32%	26%	30%
		bcde	cde			cd				fg hj		l		l		
Don't know	138	71	95	21	26	18	14	7	28	86	1	93	11	34	14	3
	5%	8%	7%	3%	2%	5%	3%	3%	3%	6%	1%	6%	2%	7%	5%	3%
		cde	cd							fg hj		l		l		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 17**

**Q6. SHOWCARD** How do you pay the line rental for your landline phone service with (LANDLINE SUPPER)? Please answer about your line rental rather than any other costs. (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
On a monthly or quarterly basis, alongside call charges and any other costs	2612 94%	1281 94%	1331 94%	241 95%	522 94%	445 95% ik	482 95% ik	354 93%	307 92%	260 90%	967 95% ik	568 91%	734 93%	703 93%	586 95%	587 95%	314 96%	273 94%
Pay line rental 12 months in advance to receive a discount then pay monthly or quarterly for call charges and any other costs	120 4%	65 5%	55 4%	6 2%	12 2%	14 3%	20 4%	23 6% dej	25 8% cdefj	20 7% cdej	26 3% cdefj	45 7% cdefj	46 6% nop	37 5%	19 3%	18 3%	9 3%	10 3%
Don't know	51 2%	17 1%	34 2% a	6 2%	20 4% fghk	8 2%	5 1%	3 1%	2 1%	7 3% h	28 3% gh	9 1%	7 1%	16 2%	13 2%	13 2%	5 2%	8 3% l

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 17**

**Q6. SHOWCARD** How do you pay the line rental for your landline phone service with (LANDLINE SUPPER)? Please answer about your line rental rather than any other costs. (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
On a monthly or quarterly basis, alongside call charges and any other costs	2612 94%	425 91%	1599 94% a	143 92%	444 96% ac	467 95% fi	368 92%	367 92%	292 95%	217 90%	902 95% fi	2178 93%	134 97%	216 97%	84 100% k	2255 94%	357 92%
Pay line rental 12 months in advance to receive a discount then pay monthly or quarterly for call charges and any other costs	120 4%	37 8% bd	65 4%	9 6% d	10 2%	13 3%	20 5%	21 5%	15 5%	20 8% ej	31 3%	110 5%	4 3%	6 3%	- -%	100 4%	20 5%
Don't know	51 2%	5 1%	32 2%	4 3%	9 2%	9 2%	12 3% h	10 3%	1 *% h	4 2%	15 2%	51 2%	* *%	* *%	- -%	39 2%	12 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 17**

**Q6. SHOWCARD** How do you pay the line rental for your landline phone service with (LANDLINE SUPPER)? Please answer about your line rental rather than any other costs. (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
On a monthly or quarterly basis, alongside call charges and any other costs	2612 94%	2510 94%	2612 94%	2462 94%	2322 94%	209 91%	2343 94%	1496 95% e	1018 95% e	290 92%	2322 94%	150 94%	2462 94%	2257 94%	206 91%	65 93%	85 95%
Pay line rental 12 months in advance to receive a discount then pay monthly or quarterly for call charges and any other costs	120 4%	117 4%	120 4%	114 4%	105 4%	17 7% g	109 4%	54 3%	42 4%	15 5%	105 4%	6 4%	114 4%	100 4%	14 6%	5 7%	1 1%
Don't know	51 2%	47 2%	51 2%	48 2%	42 2%	5 2%	43 2%	19 1%	14 1%	10 3%	42 2%	3 2%	48 2%	42 2%	7 3%	- -%	3 3%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 17**

**Q6. SHOWCARD** How do you pay the line rental for your landline phone service with (LANDLINE SUPPER)? Please answer about your line rental rather than any other costs. (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
On a monthly or quarterly basis, alongside call charges and any other costs	2612 94%	92 86%	2216 94% a	835 90%	636 98% chjl	87 95%	305 95% cj	530 96% chjl	83 89%	38 96%	1005 90%	1597 96% chjl	87 91%	324 94%	1069 95% p	1393 95% p	1220 93%
Pay line rental 12 months in advance to receive a discount then pay monthly or quarterly for call charges and any other costs	120 4%	12 11% b	93 4%	67 7% dfgk	12 2%	2 2%	10 3%	16 3%	9 10% dfgk	1 1%	78 7% dfgk	42 3%	4 4%	18 5%	48 4%	66 4%	55 4%
Don't know	51 2%	4 3% b	36 2%	25 3% dgk	4 1%	2 3%	6 2%	4 1%	1 1%	1 2%	29 3% dgk	20 1%	5 5% dgk	3 1%	7 1%	10 1%	41 3% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 17**

**Q6. SHOWCARD** How do you pay the line rental for your landline phone service with (LANDLINE SUPPER)? Please answer about your line rental rather than any other costs. (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
On a monthly or quarterly basis, alongside call charges and any other costs	2612 94%	666 94%	1554 93%	452 94%	606 96%	951 94%	1832 94%	334 94%	446 95%	1024 94%	1873 94%	317 93%	423 95%	1306 97% op	1906 95% op	286 90%	270 89%
Pay line rental 12 months in advance to receive a discount then pay monthly or quarterly for call charges and any other costs	120 4%	38 5% d	85 5% d	20 4%	15 2%	45 5%	94 5% h	16 4%	11 2%	51 5%	96 5%	13 4%	11 2%	34 3%	68 3%	23 7% mn	23 8% mn
Don't know	51 2%	5 1%	28 2%	10 2%	13 2%	11 1%	32 2%	6 2%	13 3% e	11 1%	32 2%	9 3% i	10 2%	13 1%	30 1%	7 2%	12 4% mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 17**

**Q6. SHOWCARD** How do you pay the line rental for your landline phone service with (LANDLINE SUPPER)? Please answer about your line rental rather than any other costs. (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
On a monthly or quarterly basis, alongside call charges and any other costs	2612	837	1248	770	1016	348	473	234	784	1323	104	1549	582	481	255	96
	94%	95%	95%	94%	94%	90%	96%	91%	94%	95%	90%	94%	92%	94%	93%	97%
		e	e	e	e		gj			g						
Pay line rental 12 months in advance to receive a discount then pay monthly or quarterly for call charges and any other costs	120	26	49	36	51	20	17	11	31	55	9	62	42	16	12	3
	4%	3%	4%	4%	5%	5%	4%	4%	4%	4%	8%	4%	7%	3%	4%	3%
													km			
Don't know	51	15	22	10	11	18	1	12	18	20	3	31	7	13	9	*
	2%	2%	2%	1%	1%	5%	5%	4%	2%	1%	2%	2%	1%	3%	3%	5%
						abcd		fi	f	f	f					

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 18**

**Q7. Have you heard of the package from BT called BT Basic? It's a low cost service available to those in receipt of certain government benefits which has an allowance to spend on calls each month and a cap for those who spend above the allowance. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
Yes, heard of BT Basic	406	224	182	50	86	58	87	42	54	29	145	83	128	108	74	95	51	44	
	15%	16%	13%	20%	16%	12%	17%	11%	16%	10%	14%	13%	16%	14%	12%	15%	15%	15%	
		b		egik	i		gi		gi				n						
No, not heard of BT Basic	2378	1140	1238	203	468	409	421	338	281	259	876	539	660	648	545	524	278	246	
	85%	84%	87%	80%	84%	88%	83%	89%	84%	90%	86%	87%	84%	86%	88%	85%	85%	85%	
			a			c		cfh		cdfh		c			l				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 18**

**Q7. Have you heard of the package from BT called BT Basic? It's a low cost service available to those in receipt of certain government benefits which has an allowance to spend on calls each month and a cap for those who spend above the allowance. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Yes, heard of BT Basic	406	62	248	20	74	68	82	62	40	31	122	362	15	22	7	364	42
	15%	13%	15%	13%	16%	14%	20% ehij	16%	13%	13%	13%	15%	11%	10%	9%	15% p	11%
No, not heard of BT Basic	2378	404	1448	135	389	421	319	336	267	210	825	1977	124	201	76	2030	348
	85%	87%	85%	87%	84%	86% f	80%	84%	87% f	87% f	87% f	85%	89%	90%	91%	85%	89% o

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 18**

**Q7. Have you heard of the package from BT called BT Basic? It's a low cost service available to those in receipt of certain government benefits which has an allowance to spend on calls each month and a cap for those who spend above the allowance. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Yes, heard of BT Basic	406	380	406	379	365	45	366	237	163	41	365	27	379	350	29	15	12
	15%	14%	15%	14%	15%	20% a	15%	15%	15%	13%	15%	17%	14%	15%	13%	21%	14%
No, not heard of BT Basic	2378	2294	2378	2246	2104	185	2130	1332	910	275	2104	132	2246	2048	198	55	77
	85%	86% e	85%	86%	85%	80%	85%	85%	85%	87%	85%	83%	86%	85%	87%	79%	86%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 18**

**Q7. Have you heard of the package from BT called BT Basic? It's a low cost service available to those in receipt of certain government benefits which has an allowance to spend on calls each month and a cap for those who spend above the allowance. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Yes, heard of BT Basic	406	19	346	150	88	7	41	94	10	3	167	238	12	63	164	227	179
	15%	17%	15%	16%	13%	8%	13%	17%	11%	7%	15%	14%	12%	18%	15%	15%	14%
				e				e									
No, not heard of BT Basic	2378	89	1999	777	564	85	280	456	83	36	945	1421	84	282	959	1242	1137
	85%	83%	85%	84%	87%	92%	87%	83%	89%	93%	85%	86%	88%	82%	85%	85%	86%
						cg											

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 18**

**Q7. Have you heard of the package from BT called BT Basic? It's a low cost service available to those in receipt of certain government benefits which has an allowance to spend on calls each month and a cap for those who spend above the allowance. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Yes, heard of BT Basic	406	126	266	69	71	165	299	50	57	175	308	48	49	208	311	41	27
	15%	18%	16%	14%	11%	16%	15%	14%	12%	16%	15%	14%	11%	15%	16%	13%	9%
		d	d							l	l			p	p		
No, not heard of BT Basic	2378	583	1401	414	563	842	1659	306	413	910	1693	291	394	1144	1693	276	277
	85%	82%	84%	86%	89%	84%	85%	86%	88%	84%	85%	86%	89%	85%	84%	87%	91%
					ab								ij				mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 18**

**Q7. Have you heard of the package from BT called BT Basic? It's a low cost service available to those in receipt of certain government benefits which has an allowance to spend on calls each month and a cap for those who spend above the allowance. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Yes, heard of BT Basic	406	119	189	114	162	55	73	41	139	197	10	259	84	63	49	14
	15%	14%	14%	14%	15%	14%	15%	16%	17%	14%	9%	16%	13%	12%	18%	14%
									j							
No, not heard of BT Basic	2378	759	1131	702	917	331	418	215	694	1201	106	1384	548	447	226	85
	85%	86%	86%	86%	85%	86%	85%	84%	83%	86%	91%	84%	87%	88%	82%	86%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
In the last few months	433 16%	193 14%	240 17%	28 11%	86 15%	89 19% ci	78 15%	62 16%	54 16%	37 13%	174 17%	91 15%	142 18% q	110 15%	87 14%	94 15%	64 19% q	31 11%
In the last six months	319 11%	156 11%	163 12%	28 11%	55 10%	50 11%	65 13%	47 12%	42 12%	32 11%	105 10%	74 12%	106 13%	84 11%	62 10%	67 11%	34 11%	33 11%
In the last 12 months	332 12%	171 13%	161 11%	19 8%	64 11%	56 12%	78 15% c	43 11%	41 12%	31 11%	119 12%	72 12%	125 16% mopq	89 12% op	75 12% opq	43 7%	21 7%	22 8%
In the last 2 years	139 5%	81 6% b	58 4%	14 6%	28 5%	21 5%	29 6%	24 6% hk	9 3%	13 4%	49 5%	22 4%	40 5%	39 5%	31 5%	29 5%	18 6%	11 4%
Longer ago than 2 years	91 3%	44 3%	46 3%	3 1%	10 2%	26 6% cd	15 3%	11 3%	16 5% cd	10 4%	36 3%	26 4% d	29 4%	19 2%	20 3%	23 4%	14 4%	9 3%
Don't know when the price last changed	398 14%	185 14%	213 15%	26 10%	88 16%	65 14%	76 15%	53 14%	42 13%	48 17%	153 15%	90 15%	106 14%	114 15%	82 13%	96 16%	48 15%	48 16%
The price for our landline has not changed	443 16%	235 17%	208 15%	60 24% efghik	118 21% efghik	68 14%	68 13%	50 13%	45 14%	34 12%	186 18% fgik	79 13%	98 12%	116 15%	102 16%	127 21% lm	72 22% lm	56 19% l
Don't know whether the price has changed	629 23%	298 22%	331 23%	74 29% defj	105 19%	94 20%	98 19%	89 24%	85 25% dfj	83 29% defj	199 20%	168 27% defj	141 18%	186 25% lp	160 26% lp	139 22%	57 17%	82 28% lp
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
SUMMARY																		
IN THE LAST YEAR	1084	520	564	75	205	194	221	152	137	100	399	237	373	283	224	205	120	85
	39%	38%	40%	30%	37%	42% c	44% ci	40% c	41% c	35% c	39% c	38% c	47% mnopq	37% q	36%	33%	36%	29%
LONGER AGO	230	126	104	18	38	47	44	36	25	23	85	48	69	58	51	52	33	20
	8%	9%	7%	7%	7%	10%	9%	9%	7%	8%	8%	8%	9%	8%	8%	8%	10%	7%
DON'T KNOW WHEN, BUT EVER CHANGED	398	185	213	26	88	65	76	53	42	48	153	90	106	114	82	96	48	48
	14%	14%	15%	10%	16%	14%	15%	14%	13%	17%	15%	15%	14%	15%	13%	16%	15%	16%
TOTAL EVER CHANGED	1712	831	882	119	331	306	341	241	204	171	636	375	548	454	357	353	200	153
	62%	61%	62%	47%	60% c	65% c	67% cdik	63% c	61% c	59% c	62% c	60% c	70% mnopq	60% q	58%	57%	61% q	53%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
In the last few months	433	77	262	14	80	82	65	63	76	42	105	367	24	36	7	347	87
	16%	17%	15%	9%	17%	17%	16%	16%	25%	17%	11%	16%	17%	16%	8%	14%	22%
		c	c		c	j	j	j	efgj	j							o
In the last six months	319	60	191	14	54	50	54	58	29	37	91	258	19	41	2	279	40
	11%	13%	11%	9%	12%	10%	14%	15%	9%	15%	10%	11%	13%	18%	3%	12%	10%
								j		j		n	n	kn			
In the last 12 months	332	57	232	15	29	46	50	49	40	38	109	290	11	22	10	292	39
	12%	12%	14%	9%	6%	9%	12%	12%	13%	16%	12%	12%	8%	10%	11%	12%	10%
		d	d							e		l					
In the last 2 years	139	18	92	4	25	16	22	34	14	6	46	125	6	4	4	116	23
	5%	4%	5%	3%	5%	3%	6%	9%	5%	2%	5%	5%	4%	2%	5%	5%	6%
								ej									
Longer ago than 2 years	91	19	49	7	16	17	14	19	10	2	28	85	3	1	2	76	15
	3%	4%	3%	4%	3%	3%	4%	5%	3%	1%	3%	4%	2%	*%	3%	3%	4%
								i				m					
Don't know when the price last changed	398	62	240	28	68	69	62	47	45	36	140	314	32	24	28	344	54
	14%	13%	14%	18%	15%	14%	15%	12%	15%	15%	15%	13%	23%	11%	34%	14%	14%
													km		km		
The price for our landline has not changed	443	58	258	21	106	100	59	51	40	28	165	385	18	27	13	393	50
	16%	12%	15%	14%	23%	20%	15%	13%	13%	12%	17%	16%	13%	12%	15%	16%	13%
					abc	fghi											

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Don't know whether the price has changed	629 23%	115 25% d	372 22%	53 34% abd	86 19%	108 22%	74 18%	76 19%	55 18%	52 22%	264 28% efgh	516 22%	27 19%	68 31% kl	18 22%	547 23%	82 21%
SUMMARY																	
IN THE LAST YEAR	1084 39%	195 42% cd	685 40% c	42 27%	163 35%	179 37%	169 42% j	170 43% j	145 47% ej	117 49% ej	305 32%	915 39% n	53 38% n	98 44% n	18 22%	918 38%	166 43%
LONGER AGO	230 8%	37 8%	141 8%	11 7%	41 9%	33 7%	37 9% i	54 14% ehij	24 8% i	8 3%	74 8% i	209 9% m	9 6%	5 2%	6 8%	192 8%	38 10%
DON'T KNOW WHEN, BUT EVER CHANGED	398 14%	62 13%	240 14%	28 18%	68 15%	69 14%	62 15%	47 12%	45 15%	36 15%	140 15%	314 13%	32 23% km	24 11%	28 34% km	344 14%	54 14%
TOTAL EVER CHANGED	1712 62%	294 63% c	1066 63% c	81 52%	272 59%	281 57%	267 67% ej	271 68% ej	214 69% ej	161 67% ej	519 55%	1438 61%	94 68% m	128 57%	53 63%	1455 61%	258 66%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
In the last few months	433 16%	417 16%	433 16%	414 16%	401 16%	41 18%	405 16%	240 15%	189 18%	32 10%	401 16% ip	20 12%	414 16% i	388 16% ip	26 11%	13 19%	7 8%
In the last six months	319 11%	305 11%	319 11%	304 12%	283 11%	35 15%	289 12%	194 12%	124 12%	36 11%	283 11%	15 9%	304 12%	275 11%	29 13%	8 11%	7 8%
In the last 12 months	332 12%	321 12%	332 12%	318 12%	304 12%	31 13%	305 12%	193 12%	147 14%	28 9%	304 12% p	14 9%	318 12% p	293 12% p	25 11%	11 16% p	3 3%
In the last 2 years	139 5%	138 5%	139 5%	133 5%	123 5%	18 8%	126 5%	73 5%	50 5%	16 5%	123 5%	6 4%	133 5%	119 5%	13 6%	3 5%	3 3%
Longer ago than 2 years	91 3%	89 3%	91 3%	84 3%	78 3%	8 3%	78 3%	49 3%	24 2%	13 4%	78 3%	6 4%	84 3%	74 3%	10 4%	3 5%	3 3%
Don't know when the price last changed	398 14%	394 15%	398 14%	369 14%	339 14%	27 12%	343 14%	218 14%	148 14%	59 19% jlm	339 14%	29 18%	369 14%	331 14%	39 17%	9 12%	20 23% jlm
The price for our landline has not changed	443 16%	409 15%	443 16%	422 16%	399 16%	31 13%	404 16%	248 16%	184 17%	44 14%	399 16%	21 13%	422 16%	392 16%	30 13%	6 9%	14 16%
Don't know whether the price has changed	629 23%	601 22% h	629 23% h	581 22%	542 22%	40 17%	547 22%	355 23%	206 19%	86 27%	542 22%	48 30% jlm	581 22%	525 22%	55 24%	17 24%	31 35% jlm
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
<b>SUMMARY</b>																	
IN THE LAST YEAR	1084 39%	1043 39%	1084 39%	1035 39%	988 40%	107 46%	999 40%	627 40%	460 43% ab	96 31%	988 40% ikp	49 31%	1035 39% ikp	956 40% ikp	79 35% p	32 45% ikp	17 19%
LONGER AGO	230 8%	227 9%	230 8%	217 8%	200 8%	26 11% h	203 8%	122 8%	75 7%	29 9%	200 8%	13 8%	217 8%	194 8%	23 10%	7 9%	6 7%
DON'T KNOW WHEN, BUT EVER CHANGED	398 14%	394 15%	398 14%	369 14%	339 14%	27 12%	343 14%	218 14%	148 14%	59 19% jlm	339 14%	29 18%	369 14%	331 14%	39 17%	9 12%	20 23% jlm
TOTAL EVER CHANGED	1712 62%	1664 62%	1712 62%	1622 62%	1527 62%	160 69% bcdg	1545 62%	966 62%	683 64%	185 59%	1527 62% p	91 57%	1622 62% p	1480 62% p	141 62%	47 67% p	43 49%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
In the last few months	433 16%	21 20%	380 16%	168 18% fk	106 16% f	9 10%	34 11%	82 15%	14 15%	11 27% efkl	191 17% f	242 15%	10 10%	70 20% p	185 16%	255 17% p	179 14%
In the last six months	319 11%	11 10%	272 12%	94 10%	86 13%	5 6%	38 12%	65 12%	13 13%	2 5%	112 10%	207 12%	15 16% e	36 10%	151 13% p	187 13% p	132 10%
In the last 12 months	332 12%	13 12%	288 12%	106 11%	70 11%	10 11%	48 15%	65 12%	13 14%	6 16%	129 12%	201 12%	12 12%	49 14%	143 13%	192 13%	140 11%
In the last 2 years	139 5%	3 3%	118 5%	36 4%	35 5%	4 4%	16 5%	34 6%	5 6%	1 3%	45 4%	93 6%	7 7%	5 1%	77 7% mp	82 6% m	57 4% m
Longer ago than 2 years	91 3%	3 3%	74 3%	23 3%	26 4%	4 4%	11 3%	19 3%	5 5%	2 4%	31 3%	59 4%	2 2%	3 1%	53 5% mp	56 4% m	34 3%
Don't know when the price last changed	398 14%	21 20% b	318 14%	166 18% dfkl	89 14%	14 15%	30 9%	76 14%	12 13%	5 12%	192 17% fkl	206 12%	7 7%	31 9%	163 15% m	194 13%	204 16% m
The price for our landline has not changed	443 16%	7 7%	389 17% a	107 12%	110 17% c	28 30% cdgjk	67 21% cgj	75 14%	22 24% cgj	7 19%	157 14%	283 17% c	24 25% cgj	91 26% nop	125 11%	217 15% n	226 17% n
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Don't know whether the price has changed	629 23%	28 26%	506 22%	227 24% h	130 20% h	18 20%	77 24% h	135 25% h	9 10%	6 15%	255 23% h	368 22% h	19 20%	60 17%	226 20%	286 19%	342 26% mno
<b>SUMMARY</b>																	
IN THE LAST YEAR	1084 39%	45 42%	940 40%	368 40% e	262 40% e	24 26%	120 37%	212 39% e	40 43% e	19 48% e	433 39% e	650 39% e	37 38%	155 45% p	479 43% p	634 43% p	450 34%
LONGER AGO	230 8%	7 6%	192 8%	59 6%	61 9%	8 8%	27 8%	53 10% c	10 10%	3 7%	77 7%	152 9% c	9 9%	8 2%	130 12% mp	138 9% mp	92 7% m
DON'T KNOW WHEN, BUT EVER CHANGED	398 14%	21 20% b	318 14%	166 18% dfkl	89 14%	14 15%	30 9%	76 14%	12 13%	5 12%	192 17% fkl	206 12%	7 7%	31 9%	163 15% m	194 13%	204 16% m
TOTAL EVER CHANGED	1712 62%	73 67%	1451 62%	593 64% ef	412 63% ef	45 50%	177 55%	340 62% e	62 66% e	26 67%	701 63% ef	1009 61% e	53 55%	194 56%	772 69% mp	966 66% mp	746 57%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
In the last few months	433	124	262	77	94	165	322	49	62	183	329	47	58	198	317	38	58
	16%	18%	16%	16%	15%	16%	16%	14%	13%	17%	16%	14%	13%	15%	16%	12%	19% o
In the last six months	319	101	227	39	53	125	246	38	35	139	252	33	34	131	224	44	36
	11%	14%	14%	8%	8%	12%	13%	11%	8%	13%	13%	10%	8%	10%	11%	14%	12%
		cd	cd			h	h			l	l				m		
In the last 12 months	332	76	215	66	51	101	245	47	40	117	248	49	35	153	238	47	33
	12%	11%	13%	14%	8%	10%	13%	13%	9%	11%	12%	14%	8%	11%	12%	15%	11%
			d	d			h				l	l					
In the last 2 years	139	58	96	31	12	68	111	21	7	72	116	18	6	64	106	18	9
	5%	8%	6%	6%	2%	7%	6%	6%	2%	7%	6%	5%	1%	5%	5%	6%	3%
		bd	d	d		h	h	h		l	l	l					
Longer ago than 2 years	91	19	57	20	14	31	68	15	7	34	70	15	6	52	79	3	2
	3%	3%	3%	4%	2%	3%	3%	4%	2%	3%	3%	4%	1%	4%	4%	1%	1%
								h				l		op	op		
Don't know when the price last changed	398	85	230	80	88	125	272	54	72	133	275	54	69	180	260	50	59
	14%	12%	14%	17%	14%	12%	14%	15%	15%	12%	14%	16%	16%	13%	13%	16%	19% mn
				a													
The price for our landline has not changed	443	103	220	69	155	150	256	58	129	163	269	54	120	258	349	37	37
	16%	15%	13%	14%	24%	15%	13%	16%	27%	15%	13%	16%	27%	19%	17%	12%	12%
					abc				efg				ijk	op	op		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Don't know whether the price has changed	629	142	360	101	168	241	438	73	117	245	442	71	115	316	431	79	71
	23%	20%	22%	21%	26%	24%	22%	21%	25%	23%	22%	21%	26%	23%	21%	25%	23%
					ab												
<b>SUMMARY</b>																	
IN THE LAST YEAR	1084	302	704	182	198	391	813	134	137	439	829	129	127	482	778	129	128
	39%	43%	42%	38%	31%	39%	42%	38%	29%	40%	41%	38%	29%	36%	39%	41%	42%
		d	d	d		h	h	h		l	l	l					
LONGER AGO	230	76	153	51	26	99	179	37	15	105	186	32	12	116	186	21	10
	8%	11%	9%	11%	4%	10%	9%	10%	3%	10%	9%	9%	3%	9%	9%	7%	3%
		d	d	d		h	h	h		l	l	l		p	p		
DON'T KNOW WHEN, BUT EVER CHANGED	398	85	230	80	88	125	272	54	72	133	275	54	69	180	260	50	59
	14%	12%	14%	17%	14%	12%	14%	15%	15%	12%	14%	16%	16%	13%	13%	16%	19%
				a													mn
TOTAL EVER CHANGED	1712	463	1088	313	312	616	1264	225	224	677	1290	215	208	778	1224	201	197
	62%	65%	65%	65%	49%	61%	65%	63%	48%	62%	64%	63%	47%	58%	61%	63%	65%
		d	d	d		h	h	h		l	l	l					m

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
In the last few months	433	144	214	131	156	63	56	43	112	224	31	265	102	66	49	19
	16%	16%	16%	16%	14%	16%	11%	17%	13%	16% f	27% fghi	16%	16%	13%	18%	19%
In the last six months	319	96	151	94	128	40	64	22	95	153	11	190	75	54	38	9
	11%	11%	11%	12%	12%	10%	13%	8%	11%	11%	10%	12%	12%	11%	14%	9%
In the last 12 months	332	92	152	90	130	50	48	28	88	167	13	212	70	50	31	18
	12%	10%	12%	11%	12%	13%	10%	11%	11%	12%	11%	13%	11%	10%	11%	18%
In the last 2 years	139	20	50	37	66	23	29	10	43	71	7	95	24	20	13	6
	5%	2%	4%	5% a	6% ab	6% a	6%	4%	5%	5%	6%	6%	4%	4%	5%	6%
Longer ago than 2 years	91	19	33	31	40	17	16	13	31	39	6	55	21	14	11	4
	3%	2%	3%	4%	4%	4%	3%	5%	4%	3%	5%	3%	3%	3%	4%	4%
Don't know when the price last changed	398	121	189	117	152	57	74	39	125	189	20	229	96	73	37	9
	14%	14%	14%	14%	14%	15%	15%	15%	15%	14%	18%	14%	15%	14%	13%	9%
The price for our landline has not changed	443	179	240	125	151	52	79	34	130	256	9	254	82	107	42	16
	16%	20% cde	18% d	15%	14%	13%	16% j	13%	16%	18% j	8%	15%	13%	21% kl	15%	16%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 19**

**Q8. SHOWCARD** When did the price of your landline last change without you making any changes to the service you take from use (LANDLINE SUPPER)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Don't know whether the price has changed	629	208	289	191	256	84	125	70	209	298	18	343	160	126	54	18
	23%	24%	22%	23%	24%	22%	25%	27% j	25%	21%	16%	21%	25% k	25%	20%	19%
SUMMARY																
IN THE LAST YEAR	1084	331	518	315	413	153	169	92	295	545	55	667	247	170	118	46
	39%	38%	39%	39%	38%	40%	34%	36%	35%	39%	48% fh	41% m	39%	33%	43%	46%
LONGER AGO	230	38	84	68	106	40	45	23	75	110	13	150	46	34	25	10
	8%	4%	6%	8% a	10% ab	10% ab	9%	9%	9%	8%	11%	9%	7%	7%	9%	10%
DON'T KNOW WHEN, BUT EVER CHANGED	398	121	189	117	152	57	74	39	125	189	20	229	96	73	37	9
	14%	14%	14%	14%	14%	15%	15%	15%	15%	14%	18%	14%	15%	14%	13%	9%
TOTAL EVER CHANGED	1712	491	791	500	672	250	288	153	495	844	88	1046	389	277	179	65
	62%	56%	60%	61% a	62% a	65% a	59%	60%	59%	60%	76% fahi	64% m	62% m	54%	65%	65%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Need a landline to get broadband	1682	856	826	195	421	330	310	209	148	70	750	218	491	469	388	332	193	139
	60%	63%	58%	77%	76%	71%	61%	55%	44%	24%	73%	35%	62%	62%	63%	54%	59%	48%
		b		fghik	fghik	fghik	hik	hik	ik		fghik	i	oq	oq	oq		q	
To make calls	1090	538	552	68	124	145	184	165	195	209	269	403	312	275	246	255	129	126
	39%	39%	39%	27%	22%	31%	36%	43%	58%	73%	26%	65%	40%	36%	40%	41%	39%	43%
						d	cdj	cdefj	cdefgj	cdefghjk		cdefghj						m
To receive calls	1050	517	533	60	130	142	176	159	186	196	271	383	300	274	243	231	116	116
	38%	38%	38%	24%	23%	30%	35%	42%	56%	68%	27%	62%	38%	36%	39%	37%	35%	40%
						d	cdj	cdefj	cdefgj	cdefghj		cdefgj						
In case of emergencies	312	147	165	16	49	53	51	44	42	58	102	100	84	78	77	71	31	40
	11%	11%	12%	6%	9%	11%	10%	11%	13%	20%	10%	16%	11%	10%	12%	11%	9%	14%
									c	cdefghj		cdefgj						
More reliable than mobile	286	135	151	12	44	36	48	51	49	45	79	94	107	77	61	41	24	17
	10%	10%	11%	5%	8%	8%	10%	14%	15%	16%	8%	15%	14%	10%	10%	7%	7%	6%
								cdej	cdefj	cdefj		cdefj	opq	oq				
Cheaper than making calls with a mobile	197	88	109	13	26	37	28	38	29	26	63	55	58	54	44	41	13	28
	7%	6%	8%	5%	5%	8%	5%	10%	9%	9%	6%	9%	7%	7%	7%	7%	4%	10%
								dfj	d	d		df					p	
Need a landline to get access to Pay TV	114	67	47	14	23	28	26	12	6	6	51	11	42	30	22	22	17	5
	4%	5%	3%	5%	4%	6%	5%	3%	2%	2%	5%	2%	5%	4%	3%	3%	5%	2%
				hik	hk	hik	hik				hik		q				q	
Always have had/ never thought about it	94	46	48	3	9	11	17	16	24	12	20	37	38	22	16	18	7	11
	3%	3%	3%	1%	2%	2%	3%	4%	7%	4%	2%	6%	5%	3%	3%	3%	2%	4%
								dj	cdefj	dj		cdej						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Family/ older relatives prefer calling it/ on it/ people without mobiles	64 2%	27 2%	38 3%	4 2%	6 1%	12 3%	16 3%	14 4% di	8 3%	3 1%	18 2%	11 2%	25 3%	15 2%	11 2%	14 2%	5 2%	8 3%
Cheaper for others to call me than calls to a mobile	58 2%	27 2%	31 2%	4 1%	9 2%	8 2%	11 2%	11 3%	9 3%	6 2%	17 2%	15 2%	16 2%	9 1%	19 3% m	14 2%	6 2%	8 3%
Convenience (n.s)	57 2%	25 2%	32 2%	4 1%	7 1%	11 2%	9 2%	13 3%	8 2%	6 2%	18 2%	14 2%	25 3%	12 2%	8 1%	12 2%	5 1%	8 3%
Prefer to using mobile	53 2%	24 2%	29 2%	1 *%	5 1%	2 *%	7 1%	8 2% e	11 3% cdej	19 7% cdefgj	7 1%	30 5% cdefgj	18 2%	10 1%	10 2%	15 3%	6 2%	9 3%
Alternative contact number/ method	22 1%	12 1%	11 1%	2 1%	7 1% e	* *%	3 1%	7 2% e	2 1%	2 1%	7 1%	4 1%	6 1%	8 1%	2 *%	6 1%	3 1%	2 1%
Better quality than mobile	18 1%	6 *%	12 1%	- -%	5 1%	4 1%	4 1%	3 1%	1 *%	1 *%	9 1%	2 *%	8 1%	6 1%	2 *%	2 *%	1 *%	2 1%
Bundled with other services	17 1%	12 1%	5 *%	2 1%	5 1%	3 1%	4 1%	1 *%	1 *%	1 *%	8 1%	2 *%	8 1%	5 1%	3 *%	2 *%	2 1%	- -%
Business/ home office use	16 1%	3 *%	14 1% a	1 *%	- -%	6 1% dhk	9 2% dghijk	1 *%	- -%	- -%	6 1%	- -%	4 1%	5 1%	5 1%	2 *%	2 1%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
To call premium rate/ international numbers	8	3	5	-	3	1	1	-	1	1	4	2	3	2	-	3	-	3
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	-%	1% n
Special services - deaf/ emergency assistance	3	2	1	-	-	-	-	1	1	1	-	2	2	-	-	1	1	-
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	*%	-%
Other	38	19	19	4	4	9	8	8	5	2	12	6	13	9	1	14	4	10
	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2% n	1%	*%	2% n	1%	4% mn
Don't know	36	16	20	3	7	5	12	6	4	-	12	4	7	13	8	8	6	2
	1%	1%	1%	1%	1%	1%	2% ik	2% i	1%	-%	1%	1%	1%	2%	1%	1%	2%	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Need a landline to get broadband	1682 60%	174 37% c	1174 69% acd	44 28%	288 62% ac	261 53%	231 58%	269 68% efj	198 64% e	147 61%	575 61% e	1409 60%	84 60%	124 56%	65 78% klm	1443 60%	239 61%
To make calls	1090 39%	299 64% bd	535 32%	105 67% bd	150 32%	193 39% ghi	144 36% i	116 29%	96 31%	61 25%	480 51% efghi	913 39% n	56 40% n	101 45% n	20 24%	930 39%	160 41%
To receive calls	1050 38%	288 62% bd	529 31%	95 61% bd	137 30%	179 37% hi	145 36% hi	119 30%	83 27%	61 25%	464 49% efghi	894 38% n	52 37%	83 37%	22 26%	897 37%	152 39%
In case of emergencies	312 11%	80 17% bd	160 9%	20 13%	51 11%	63 13% hi	39 10%	41 10%	24 8%	17 7%	128 13% hi	257 11%	12 8%	37 17% l	6 8%	268 11%	44 11%
More reliable than mobile	286 10%	83 18% bcd	162 10%	11 7%	30 6%	41 8%	44 11%	52 13% ej	39 13%	23 10%	86 9%	249 11% n	14 10%	20 9%	2 3%	210 9%	75 19% o
Cheaper than making calls with a mobile	197 7%	45 10% b	111 7%	10 7%	31 7%	42 8%	32 8%	25 6%	21 7%	19 8%	59 6%	165 7%	11 8%	16 7%	5 5%	170 7%	27 7%
Need a landline to get access to Pay TV	114 4%	8 2%	85 5% a	3 2%	19 4% a	12 2%	17 4%	31 8% eij	17 6% e	7 3%	30 3%	105 5% lm	1 1%	2 1%	6 8% lm	94 4%	20 5%
Always have had/ never thought about it	94 3%	28 6% bd	48 3%	9 6% d	9 2%	12 3%	10 2%	13 3%	18 6% efj	14 6%	27 3%	76 3%	6 4%	12 5%	- -%	84 4%	9 2%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422	
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328	
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390	
Family/ older relatives prefer calling it/ on it/ people without mobiles	64 2%	8 2%	43 3%	4 2%	10 2%	8 2%	11 3% j	14 4% j	8 3% j	17 7% efhj	5 1%	55 2%	4 3%	6 3%	- -%	55 2%	9 2%	
Cheaper for others to call me than calls to a mobile	58 2%	12 3%	32 2%	3 2%	11 2%	11 2%	9 2%	11 3%	3 1%	1 1%	22 2%	50 2%	4 3%	3 1%	1 1%	55 2%	3 1%	
Convenience (n.s)	57 2%	11 2%	34 2%	4 2%	9 2%	10 2%	9 2% j	12 3% j	9 3% j	10 4% j	7 1%	48 2%	3 2%	5 2%	1 1%	47 2%	10 3%	
Prefer to using mobile	53 2%	20 4% bd	18 1%	10 7% bd	5 1%	15 3% j	12 3% j	11 3%	3 1%	2 1%	10 1%	39 2%	5 4% k	7 3%	1 2%	38 2%	15 4% o	
Alternative contact number/ method	22 1%	3 1%	14 1%	1 1%	4 1%	2 *%	3 1%	2 *%	6 2% j	3 1%	5 1%	21 1%	* *%	2 1%	- -%	22 1%	1 *%	
Better quality than mobile	18 1%	1 *%	15 1%	1 1%	1 *%	2 *%	3 1%	4 1%	4 1%	1 1%	4 *%	16 1%	2 1%	- -%	- -%	16 1%	2 *%	
Bundled with other services	17 1%	2 *%	14 1%	- -%	2 *%	1 *%	1 *%	2 1%	3 1%	5 2% e	5 1%	15 1%	2 1%	- -%	- -%	17 1%	1 *%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Business/ home office use	16 1%	- -%	14 1% a	- -%	2 *%	1 *%	3 1%	3 1%	1 *%	3 1%	5 1%	14 1%	- -%	3 1%	- -%	15 1%	1 *%
To call premium rate/ international numbers	8 *%	2 *%	3 *%	- -%	3 1%	- -%	2 *%	- -%	1 *%	- -%	5 1%	8 *%	- -%	- -%	- -%	8 *%	- -%
Special services - deaf/ emergency assistance	3 *%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	2 *%	3 *%	- -%	- -%	- -%	2 *%	1 *%
Other	38 1%	2 1%	22 1%	4 2% a	10 2% a	8 2%	5 1%	3 1%	6 2%	7 3% j	9 1%	37 2%	1 1%	- -%	- -%	30 1%	9 2%
Don't know	36 1%	3 1%	26 2%	1 1%	6 1%	4 1%	4 1%	3 1%	6 2%	5 2%	16 2%	31 1%	2 2%	2 1%	1 2%	35 1%	1 *%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Need a landline to get broadband	1682 60%	1595 60%	1682 60%	1648 63%	1623 66%	137 59%	1635 66%	984 63%	742 69%	59 19%	1623 66%	34 21%	1648 63%	1592 66%	57 25%	31 45%	2 2%
				a	abc		ab		abceg	p	iklnop	p	iknop	iklnop	p	iknp	
To make calls	1090 39%	1084 41%	1090 39%	968 37%	862 35%	79 34%	874 35%	544 35%	320 30%	228 72%	862 35%	123 77%	968 37%	820 34%	147 65%	42 59%	81 91%
		cd fgh	dfgh	h	h		h	h		jlmo		jl mno			jl m	jl m	ijkl mno
To receive calls	1050 38%	1044 39%	1050 38%	935 36%	827 34%	82 36%	841 34%	535 34%	314 29%	222 70%	827 34%	115 72%	935 36%	789 33%	145 64%	38 54%	77 87%
		cd fgh	dfgh	h	h		h	h		jlmo		jlmo			jl m	jl m	ijkl mno
In case of emergencies	312 11%	307 11%	312 11%	284 11%	249 10%	27 12%	253 10%	179 11%	114 11%	63 20%	249 10%	28 17%	284 11%	239 10%	46 20%	10 14%	18 20%
										jl m		jl m			jl m		jl m
More reliable than mobile	286 10%	284 11%	286 10%	277 11%	257 10%	36 16%	258 10%	158 10%	115 11%	29 9%	257 10%	9 5%	277 11%	249 10%	28 12%	8 11%	1 1%
						abcd fg				p	p		kp	p	kp	p	
Cheaper than making calls with a mobile	197 7%	193 7%	197 7%	187 7%	181 7%	18 8%	184 7%	105 7%	67 6%	16 5%	181 7%	9 6%	187 7%	172 7%	15 7%	8 12%	1 1%
											p		p	p		p	
Need a landline to get access to Pay TV	114 4%	111 4%	114 4%	112 4%	107 4%	12 5%	108 4%	101 6%	57 5%	8 2%	107 4%	2 1%	112 4%	104 4%	8 3%	2 3%	- -%
								abcd f									
Always have had/ never thought about it	94 3%	91 3%	94 3%	92 4%	89 4%	10 4%	89 4%	48 3%	34 3%	5 2%	89 4%	2 1%	92 4%	87 4%	5 2%	2 2%	- -%
Columns Tested:	a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Family/ older relatives prefer calling it/ on it/ people without mobiles	64 2%	64 2%	64 2%	63 2%	63 3%	13 6% abcdf	63 3%	45 3%	30 3%	1 *% in	63 3% in	1 1% in	63 2% in	63 3% in	- -%	* 1%	1 1%
Cheaper for others to call me than calls to a mobile	58 2%	58 2%	58 2%	56 2%	52 2%	3 1%	52 2%	33 2%	23 2%	7 2%	52 2%	2 1%	56 2%	50 2%	6 3%	1 2%	1 1%
Convenience (n.s)	57 2%	56 2%	57 2%	56 2%	57 2%	8 3%	57 2%	36 2%	22 2%	- -%	57 2% in	1 *% i	56 2% i	56 2% in	- -%	1 1%	- -%
Prefer to using mobile	53 2%	53 2%	53 2%	49 2%	50 2%	2 1%	50 2%	37 2%	16 2%	3 1%	50 2%	5 3%	49 2%	46 2%	3 1%	5 6% ijlmnp	- -%
Alternative contact number/ method	22 1%	22 1%	22 1%	22 1%	22 1%	1 *% in	22 1%	15 1%	11 1%	- -%	22 1%	- -%	22 1%	22 1%	- -%	- -%	- -%
Better quality than mobile	18 1%	18 1%	18 1%	18 1%	18 1%	3 1%	18 1%	10 1%	7 1%	- -%	18 1%	- -%	18 1%	18 1%	- -%	- -%	- -%
Bundled with other services	17 1%	16 1%	17 1%	17 1%	16 1%	1 *% in	16 1%	13 1%	8 1%	2 *% in	16 1%	- -%	17 1%	16 1%	2 1%	- -%	- -%
Business/ home office use	16 1%	16 1%	16 1%	16 1%	16 1%	4 2%	16 1%	10 1%	10 1%	- -%	16 1%	- -%	16 1%	16 1%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
To call premium rate/ international numbers	8 *%	8 *%	8 *%	5 *%	5 *%	1 *%	5 *%	5 *%	2 *%	3 1% jlm	5 *%	3 2% jlm	5 *%	3 *%	2 1%	1 2% jlm	1 2% jlm
Special services - deaf/ emergency assistance	3 *%	3 *%	3 *%	3 *%	3 *%	- -%	3 *%	2 *%	2 *%	- -%	3 *%	- -%	3 *%	3 *%	- -%	- -%	- -%
Other	38 1%	37 1%	38 1%	36 1%	35 1%	3 1%	35 1%	24 2%	19 2%	3 1%	35 1%	3 2%	36 1%	32 1%	3 1%	3 4%	- -%
Don't know	36 1%	35 1%	36 1%	36 1%	30 1%	4 2%	32 1%	24 2%	16 1%	7 2%	30 1%	1 *%	36 1%	29 1%	7 3%	1 1%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Need a landline to get broadband	1682	38	1579	500	443	61	228	308	65	19	626	1053	53	223	713	936	746
	60%	36%	67%	54%	68%	66%	71%	56%	70%	49%	56%	63%	56%	65%	63%	64%	57%
		a			cgijl	c	cgijkl		cgij			cgj		p	p	p	
To make calls	1090	27	828	450	192	36	138	176	31	24	517	570	40	106	450	556	535
	39%	25%	35%	49%	30%	39%	43%	32%	33%	61%	46%	34%	42%	31%	40%	38%	41%
		a		dghk			dgk			defghk	dghk	d	d		m	m	m
To receive calls	1050	25	799	422	196	30	142	169	25	23	478	570	39	91	434	524	525
	38%	23%	34%	46%	30%	33%	44%	31%	27%	59%	43%	34%	40%	26%	39%	36%	40%
		a		deghek			dghk			deghek	dghk				m	m	mo
In case of emergencies	312	9	239	129	68	8	25	61	3	10	140	172	8	31	127	157	155
	11%	9%	10%	14%	10%	9%	8%	11%	3%	24%	13%	10%	8%	9%	11%	11%	12%
				fhk	h			h		defghijkl	fh	h					
More reliable than mobile	286	14	243	132	50	13	22	42	12	3	157	129	13	33	131	164	122
	10%	13%	10%	14%	8%	14%	7%	8%	13%	8%	14%	8%	13%	9%	12%	11%	9%
				dfgk		fk					dfgk						
Cheaper than making calls with a mobile	197	9	171	59	47	4	25	45	7	4	70	126	5	28	94	122	75
	7%	9%	7%	6%	7%	5%	8%	8%	7%	10%	6%	8%	6%	8%	8%	8%	6%
															p	p	
Need a landline to get access to Pay TV	114	4	103	31	31	3	5	43	*	-	34	80	1	12	64	76	39
	4%	4%	4%	3%	5%	3%	2%	8%	1%	0%	3%	5%	1%	3%	6%	5%	3%
					f			cfhjkl				fj			p	p	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Always have had/ never thought about it	94 3%	11 10% b	75 3%	45 5% dhk	11 2%	3 3%	9 3%	21 4% d	* **%	- -%	48 4% dk	43 3%	1 1%	10 3%	35 3%	45 3%	49 4%
Family/ older relatives prefer calling it/ on it/ people without mobiles	64 2%	8 8% b	55 2%	16 2%	16 2%	1 1%	6 2%	22 4% cj	* **%	* 1%	17 2%	47 3% j	3 3%	15 4% p	26 2%	41 3%	23 2%
Cheaper for others to call me than calls to a mobile	58 2%	1 1%	51 2%	16 2%	17 3%	3 3%	5 2%	11 2%	3 3%	1 3%	21 2%	37 2%	3 3%	10 3%	31 3% p	41 3% p	17 1%
Convenience (n.s)	57 2%	11 10% b	46 2%	26 3% d	7 1%	2 2%	10 3% d	11 2%	- -%	* 1%	28 3%	29 2%	1 1%	10 3%	22 2%	32 2%	25 2%
Prefer to using mobile	53 2%	6 6% b	44 2%	19 2%	7 1%	2 2%	7 2%	9 2%	4 4% d	1 2%	24 2%	29 2%	4 4% d	6 2%	24 2%	30 2%	23 2%
Alternative contact number/ method	22 1%	1 1%	22 1%	9 1%	4 1%	1 1%	2 1%	6 1%	* **%	- -%	10 1%	12 1%	- -%	2 **%	11 1%	13 1%	9 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

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**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Better quality than mobile	18 1%	3 3% b	15 1%	6 1%	4 1%	1 1%	* *%	4 1%	2 2% f	- -%	9 1%	9 1%	1 1%	3 1%	5 *%	8 1%	10 1%
Bundled with other services	17 1%	- -%	16 1%	3 *%	3 *%	- -%	- -%	12 2% cdfjk	- -%	- -%	3 *%	15 1%	- -%	2 1%	6 1%	8 1%	9 1%
Business/ home office use	16 1%	* *%	16 1%	9 1%	1 *%	1 1%	- -%	4 1%	1 1%	- -%	11 1% k	5 *%	- -%	1 *%	4 *%	5 *%	11 1%
To call premium rate/ international numbers	8 *%	* *%	4 *%	3 *%	1 *%	- -%	1 *%	- -%	1 1% g	1 3% cdfgjk	4 *%	3 *%	- -%	- -%	4 *%	4 *%	4 *%
Special services - deaf/ emergency assistance	3 *%	- -%	3 *%	1 *%	- -%	- -%	1 *%	- -%	1 1% dgk	- -%	2 *%	1 *%	- -%	- -%	2 *%	2 *%	1 *%
Other	38 1%	6 5% b	29 1%	14 2%	12 2%	2 2%	4 1%	3 1%	2 2%	- -%	18 2%	21 1%	1 1%	9 3% n	12 1%	21 1%	17 1%
Don't know	36 1%	4 4% b	25 1%	7 1%	11 2%	1 1%	1 *%	12 2% cfj	1 2%	- -%	9 1%	26 2%	2 2%	3 1%	15 1%	19 1%	18 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Need a landline to get broadband	1682	305	774	352	556	452	970	283	429	483	998	274	410	1005	1364	137	147
	60%	43%	46%	73%	88%	45%	50%	79%	91%	45%	50%	81%	92%	74%	68%	43%	48%
				ab	abc		e	ef	efg		i	ij	ijk	nop	op		
To make calls	1090	496	962	108	20	599	1003	76	11	644	1017	64	9	409	683	150	134
	39%	70%	58%	22%	3%	59%	51%	21%	2%	59%	51%	19%	2%	30%	34%	47%	44%
		bcd	cd	d		fgh	gh	h		jkl	kl	l			m	mn	mn
To receive calls	1050	434	876	131	42	554	953	86	12	590	964	75	10	409	669	146	119
	38%	61%	53%	27%	7%	55%	49%	24%	2%	54%	48%	22%	2%	30%	33%	46%	39%
		bcd	cd	d		fgh	gh	h		jkl	kl	l				mn	m
In case of emergencies	312	108	238	67	7	134	262	44	6	149	267	43	1	135	213	41	30
	11%	15%	14%	14%	1%	13%	13%	12%	1%	14%	13%	13%	*%	10%	11%	13%	10%
		d	d	d		h	h	h		l	l	l					
More reliable than mobile	286	138	259	20	7	166	268	13	4	182	273	9	4	87	167	49	61
	10%	20%	16%	4%	1%	16%	14%	4%	1%	17%	14%	3%	1%	6%	8%	16%	20%
		bcd	cd	d		gh	gh	h		jkl	kl					mn	mn
Cheaper than making calls with a mobile	197	92	169	20	7	101	174	18	4	114	181	12	3	57	112	38	38
	7%	13%	10%	4%	1%	10%	9%	5%	1%	11%	9%	4%	1%	4%	6%	12%	12%
		cd	cd	d		gh	gh	h		kl	kl	l				mn	mn
Need a landline to get access to Pay TV	114	28	71	23	20	42	78	23	14	43	79	22	13	79	99	7	6
	4%	4%	4%	5%	3%	4%	4%	6%	3%	4%	4%	6%	3%	6%	5%	2%	2%
												l		op	op		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Always have had/ never thought about it	94 3%	22 3% d	77 5% cd	10 2%	7 1%	38 4% h	84 4% gh	6 2%	4 1%	42 4% kl	86 4% kl	5 1%	4 1%	22 2%	60 3% m	15 5% m	17 6% mn
Family/ older relatives prefer calling it/ on it/ people without mobiles	64 2%	29 4% cd	55 3% d	8 2% d	1 *%	40 4% gh	62 3% gh	2 1%	- -%	45 4% kl	63 3% kl	1 *%	- -%	17 1%	42 2%	12 4% m	8 3%
Cheaper for others to call me than calls to a mobile	58 2%	29 4% cd	51 3% cd	6 1%	1 *%	35 3% gh	53 3% h	4 1%	1 *%	36 3% kl	55 3% kl	2 1%	1 *%	26 2%	41 2%	9 3%	6 2%
Convenience (n.s)	57 2%	20 3% cd	53 3% cd	3 1%	2 *%	31 3% gh	55 3% gh	1 *%	2 *%	34 3% kl	55 3% kl	1 *%	2 *%	8 1%	34 2% m	15 5% mn	7 2% m
Prefer to using mobile	53 2%	18 2% cd	49 3% cd	1 *%	3 1%	29 3% gh	49 3% gh	1 *%	3 1%	32 3% kl	50 2% kl	* *%	3 1%	6 *%	16 1%	21 7% mn	11 4% mn
Alternative contact number/ method	22 1%	4 1%	16 1%	5 1%	2 *%	4 *%	18 1%	4 1%	* *%	5 *%	18 1%	4 1%	* *%	8 1%	16 1%	5 2%	1 *%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Better quality than mobile	18 1%	8 1% d	16 1% d	2 *% c	- -% d	9 1% e	16 1% f	2 *% g	- -% h	10 1% i	16 1% j	2 *% k	- -% l	7 *% m	12 1% n	5 2% o	1 *% p
Bundled with other services	17 1%	2 *% d	6 *% d	2 *% c	9 1% ab	5 *% e	9 *% f	1 *% g	7 1% h	5 *% i	9 *% j	1 *% k	7 2% l	10 1% m	15 1% n	2 *% o	1 *% p
Business/ home office use	16 1%	6 1% d	15 1% d	- -% c	2 *% d	9 1% e	15 1% f	- -% g	1 *% h	10 1% i	16 1% j	- -% k	- -% l	12 1% m	15 1% n	1 *% o	- -% p
To call premium rate/ international numbers	8 *% d	3 *% d	8 *% d	- -% c	- -% d	5 1% e	8 *% f	- -% g	- -% h	5 *% i	8 *% j	- -% k	- -% l	3 *% m	3 *% n	- -% o	1 *% p
Special services - deaf/ emergency assistance	3 *% d	- -% d	2 *% d	- -% c	1 *% d	2 *% e	3 *% f	- -% g	- -% h	2 *% i	3 *% j	- -% k	- -% l	1 *% m	1 *% n	1 *% o	1 *% p
Other	38 1%	12 2% d	26 2% d	6 1% c	7 1% d	17 2% e	31 2% f	* *% g	7 1% h	17 2% i	31 2% j	* *% k	7 2% l	12 1% m	23 1% n	8 3% o	4 1% p
Don't know	36 1%	8 1% d	20 1% d	5 1% c	12 2% d	11 1% e	25 1% f	6 2% g	5 1% h	12 1% i	26 1% j	5 1% k	5 1% l	16 1% m	27 1% n	4 1% o	5 2% p

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS	
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES		TO RECEIVE CALLS	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Need a landline to get broadband	1682	717	1007	305	452	223	157	48	220	1398	15	1125	231	325	174	62
	60%	82%	76%	37%	42%	58%	32%	19%	26%	100%	13%	68%	37%	64%	63%	62%
		bcd	cde			cd	ghj		gj	fghj		l		l		
To make calls	1090	94	242	567	691	157	491	161	682	325	24	517	387	186	96	41
	39%	11%	18%	69%	64%	41%	100%	62%	82%	23%	21%	31%	61%	37%	35%	41%
		a	a	abde	abe	ab	ghij	ij	gij				km			
To receive calls	1050	101	255	520	649	146	368	257	651	322	24	517	362	171	95	45
	38%	12%	19%	64%	60%	38%	75%	100%	78%	23%	21%	31%	57%	33%	34%	45%
		a	a	abe	abe	ab	ij	fhij	ij				km			
In case of emergencies	312	38	87	137	182	42	78	24	187	89	14	151	96	65	20	9
	11%	4%	7%	17%	17%	11%	16%	9%	22%	6%	12%	9%	15%	13%	7%	9%
		a	a	abe	abe	ab	gi		fgij		i		k	k		
More reliable than mobile	286	27	58	153	198	30	64	19	90	62	116	146	97	42	29	13
	10%	3%	4%	19%	18%	8%	13%	7%	11%	4%	100%	9%	15%	8%	11%	13%
			a	abe	abe	ab	gi		i		fghi		km			
Cheaper than making calls with a mobile	197	25	54	83	106	37	45	9	58	47	15	97	60	39	20	4
	7%	3%	4%	10%	10%	10%	9%	3%	7%	3%	13%	6%	10%	8%	7%	4%
				ab	ab	ab	gi		i		ghi		k			
Need a landline to get access to Pay TV	114	37	62	21	33	19	12	6	25	61	1	87	10	18	21	3
	4%	4%	5%	3%	3%	5%	3%	3%	3%	4%	1%	5%	2%	3%	8%	3%
			c			c						l		l		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Always have had/ never thought about it	94 3%	15 2%	37 3%	23 3%	37 3% a	20 5% ab	1 *%	* *%	2 *%	5 *%	2 2% fh	45 3%	33 5% k	15 3%	9 3%	3 3%
Family/ older relatives prefer calling it/ on it/ people without mobiles	64 2%	6 1%	19 1%	22 3% a	32 3% ab	13 3% ab	2 *%	* *%	4 *%	2 *%	4 3% fghi	40 2%	12 2%	12 2%	10 4%	1 1%
Cheaper for others to call me than calls to a mobile	58 2%	8 1%	18 1%	27 3% ab	31 3% ab	9 2%	15 3% i	6 2%	21 3%	20 1%	3 3%	28 2%	16 2%	14 3%	3 1%	3 3%
Convenience (n.s)	57 2%	9 1%	25 2%	13 2%	21 2%	11 3% a	2 *%	2 1%	6 1%	8 1%	4 4% fhi	34 2%	16 3%	7 1%	9 3%	2 2%
Prefer to using mobile	53 2%	6 1%	10 1%	30 4% ab	35 3% ab	8 2% ab	5 1% i	- -%	5 1%	3 *%	5 4% fghi	14 1%	30 5% km	9 2%	3 1%	* *%
Alternative contact number/ method	22 1%	5 1%	11 1%	3 *%	6 1%	5 1%	1 *%	1 *%	2 *%	- -%	2 2% i	17 1%	4 1%	1 *%	2 1%	2 2%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 20**

**Q9. Why do you have a landline? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			AGREE	DISAGREE												
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Better quality than mobile	18 1%	- -%	7 1%	5 1%	11 1% a	* -%	- -%	1 -%	2 -%	2 -%	* -%	11 1%	3 -%	4 1%	* -%	- -%
Bundled with other services	17 1%	15 2% cde	17 1% cde	1 -%	1 -%	- -%	- -%	- -%	- -%	- -%	- -%	13 1%	2 -%	2 -%	- -%	- -%
Business/ home office use	16 1%	4 -%	7 1%	8 1%	8 1%	2 -%	1 -%	1 -% i	2 -%	- -%	- -%	12 1% l	- -%	4 1% l	13 5%	5 5%
To call premium rate/ international numbers	8 -%	1 -%	3 -%	3 -%	4 -%	- -%	- -%	- -%	- -%	- -%	2 1% fhi	4 -%	2 -%	1 -%	1 -%	1 1%
Special services - deaf/ emergency assistance	3 -%	1 -%	1 -%	2 -%	2 -%	- -%	1 -%	- -%	1 -%	- -%	- -%	1 -%	2 -%	- -%	- -%	1 1%
Other	38 1%	9 1%	18 1%	10 1%	13 1%	8 2%	4 1%	1 -%	5 1%	4 -%	3 3% hi	23 1%	5 1%	11 2% l	12 5%	3 3%
Don't know	36 1%	15 2% c	20 2% c	4 -%	8 1%	8 2% c	- -%	- -%	* -%	- -%	- -%	26 2%	7 1%	4 1%	4 2%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Need a landline to get broadband	1401	718	684	174	395	283	262	162	92	33	679	125	406	387	330	278	161	117
	50%	53%	48%	69%	71%	61%	52%	43%	27%	12%	66%	20%	52%	51%	53%	45%	49%	40%
		b		fghik	efghik	fghik	ghik	hik	ik		fghik	i	oq	oq	oq		q	
To make calls	525	257	268	33	47	50	82	70	106	136	97	242	124	135	124	140	70	70
	19%	19%	19%	13%	9%	11%	16%	18%	32%	47%	10%	39%	16%	18%	20%	23%	21%	24%
							dej	dej	cdefgj	cdefghjk		cdefghj				lm	l	lm
To receive calls	257	110	146	12	29	40	42	41	49	45	68	95	66	72	59	61	29	32
	9%	8%	10%	5%	5%	8%	8%	11%	15%	16%	7%	15%	8%	9%	9%	10%	9%	11%
							cdj	cdj	cdefj	cdefj		cdefgj						
More reliable than mobile	116	49	67	9	15	14	20	23	22	12	29	34	36	35	25	20	12	8
	4%	4%	5%	4%	3%	3%	4%	6%	7%	4%	3%	5%	5%	5%	4%	3%	4%	3%
							dj	dj	dej			dj						
In case of emergencies	85	41	45	5	15	18	15	12	6	13	33	19	19	24	10	32	17	16
	3%	3%	3%	2%	3%	4%	3%	3%	2%	5%	3%	3%	2%	3%	2%	5%	5%	5%
										h						ln	ln	ln
Always have had/ never thought about it	77	39	39	3	9	9	14	10	20	12	18	32	32	20	12	14	6	8
	3%	3%	3%	1%	2%	2%	3%	3%	6%	4%	2%	5%	4%	3%	2%	2%	2%	3%
									cdefgj	j		cdegj						
Cheaper than making calls with a mobile	59	28	32	4	4	14	7	12	11	9	17	19	17	13	14	16	6	10
	2%	2%	2%	2%	1%	3%	1%	3%	3%	3%	2%	3%	2%	2%	2%	3%	2%	3%
						d		d	d	d		d						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Family/ older relatives prefer calling it/ on it/ people without mobiles	49 2%	21 2%	28 2%	* **%	4 1%	9 2%	13 3% c	12 3% cdj	8 2% c	3 1%	13 1%	11 2%	18 2%	13 2%	10 2%	8 1%	2 1%	6 2%
Prefer to using mobile	39 1%	18 1%	21 1%	1 **%	5 1%	2 **%	6 1%	4 1%	9 3% ej	12 4% cdefgj	7 1%	21 3% cdefgj	14 2%	7 1%	9 1%	9 1%	2 1%	7 2%
Convenience (n.s)	30 1%	13 1%	16 1%	2 1%	5 1%	4 1%	7 1%	7 2%	1 **%	4 2%	9 1%	6 1%	14 2% n	7 1%	2 **%	6 1%	2 1%	4 1%
Bundled with other services	17 1%	12 1%	5 **%	2 1%	5 1%	3 1%	4 1%	1 **%	1 **%	1 **%	8 1%	2 **%	8 1%	5 1%	3 **%	2 **%	2 1%	- -%
Need a landline to get access to Pay TV	16 1%	9 1%	7 **%	- -%	2 **%	4 1%	3 1%	5 1%	* **%	2 1%	5 1%	2 **%	1 **%	7 1% l	2 **%	7 1% l	5 2% l	2 1%
Alternative contact number/ method	15 1%	8 1%	7 **%	1 **%	5 1%	- -%	2 **%	5 1% e	1 **%	2 1%	5 **%	3 **%	5 1%	7 1%	1 **%	2 **%	2 1%	* **%
Business/ home office use	14 1%	1 **%	13 1% a	1 **%	- -%	4 1% k	8 2% dghijk	1 **%	- -%	- -%	4 **%	- -%	4 1%	5 1%	3 **%	2 **%	2 1%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Cheaper for others to call me than calls to a mobile	12 *%	5 *%	7 1%	- -%	3 1%	2 *%	2 *%	3 1%	1 *%	1 *%	5 *%	2 *%	4 *%	1 *%	4 1%	3 1%	1 *%	2 1%
Better quality than mobile	11 *%	5 *%	6 *%	- -%	2 *%	4 1%	2 *%	2 1%	* *%	1 *%	5 1%	1 *%	5 1%	2 *%	2 *%	2 *%	1 *%	1 *%
To call premium rate/ international numbers	6 *%	1 *%	5 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	2 *%	2 *%	3 *%	2 *%	- -%	1 *%	- -%	1 *%
Special services - deaf/ emergency assistance	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%
Other	19 1%	12 1%	6 *%	3 1% k	2 *%	2 *%	6 1% k	6 1% hk	* *%	- -%	4 *%	* *%	6 1%	4 1%	1 *%	7 1%	2 1%	5 2% n
Don't know	35 1%	15 1%	20 1%	3 1%	7 1%	5 1%	12 2% ik	5 1%	4 1%	- -%	12 1%	4 1%	7 1%	13 2%	8 1%	8 1%	6 2%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Need a landline to get broadband	1401	98	1024	27	251	222	189	234	172	133	451	1171	69	100	61	1206	195
	50%	21%	60%	17%	54%	45%	47%	59%	56%	55%	48%	50%	49%	45%	73%	50%	50%
			acd		ac			efj	efj	e					klm		
To make calls	525	176	206	66	74	117	75	44	33	22	233	432	26	60	6	451	74
	19%	38%	12%	42%	16%	24%	19%	11%	11%	9%	25%	18%	19%	27%	7%	19%	19%
		bd		bd	b	ghi	ghi				fghi	n	n	kn			
To receive calls	257	68	128	26	34	46	46	24	15	15	110	224	11	17	5	234	23
	9%	15%	8%	17%	7%	9%	12%	6%	5%	6%	12%	10%	8%	8%	6%	10%	6%
		bd		bd		h	gh				ghi					p	
More reliable than mobile	116	29	67	5	15	15	20	24	17	14	25	99	5	9	2	76	40
	4%	6%	4%	3%	3%	3%	5%	6%	6%	6%	3%	4%	4%	4%	3%	3%	10%
		bd					j	j	j	j							o
In case of emergencies	85	13	40	6	26	20	13	7	8	6	31	73	4	8	1	76	9
	3%	3%	2%	4%	6%	4%	3%	2%	3%	2%	3%	3%	3%	3%	1%	3%	2%
					ab												
Always have had/ never thought about it	77	26	37	6	8	10	9	11	15	12	20	64	5	9	-	70	8
	3%	6%	2%	4%	2%	2%	2%	3%	5%	5%	2%	3%	3%	4%	-%	3%	2%
		bd							ej	j							
Cheaper than making calls with a mobile	59	15	28	4	12	12	12	4	9	9	13	50	3	4	2	50	10
	2%	3%	2%	3%	3%	2%	3%	1%	3%	4%	1%	2%	2%	2%	2%	2%	2%
		b								qi							

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422	
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328	
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390	
Family/ older relatives prefer calling it/ on it/ people without mobiles	49 2%	8 2%	33 2%	4 2%	5 1%	7 1%	7 2%	14 3%	7 2%	9 4%	5 1%	40 2%	3 2%	6 3%	- -%	43 2%	5 1%	
Prefer to using mobile	39 1%	15 3% bd	15 1%	6 4% bd	3 1%	13 3% j	8 2% j	9 2% j	3 1%	1 1%	5 1%	30 1%	4 3% k	3 1%	1 2%	29 1%	10 3% o	
Convenience (n.s)	30 1%	4 1%	19 1%	1 1%	5 1%	5 1%	7 2% j	8 2% j	7 2% j	1 1%	2 *%	24 1%	3 2%	3 1%	1 1%	25 1%	5 1%	
Bundled with other services	17 1%	2 *%	14 1%	- -%	2 *%	1 *%	1 *%	2 1%	3 1%	5 2% e	5 1%	15 1%	2 1%	- -%	- -%	17 1%	1 *%	
Need a landline to get access to Pay TV	16 1%	1 *%	8 *%	1 1%	6 1%	4 1%	4 1%	3 1%	2 1%	* *%	3 *%	14 1%	- -%	- -%	2 2% l	14 1%	2 *%	
Alternative contact number/ method	15 1%	3 1%	10 1%	- -%	2 *%	2 *%	2 *%	1 *%	4 1% j	3 1%	3 *%	14 1%	* *%	- -%	- -%	15 1%	* *%	
Business/ home office use	14 1%	- -%	12 1%	- -%	2 *%	1 *%	2 *%	2 *%	1 *%	3 1%	5 1%	11 *%	- -%	3 1%	- -%	13 1%	1 *%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Cheaper for others to call me than calls to a mobile	12 *%	2 *%	6 *%	- -%	3 1%	4 1%	- -%	4 1%	- -%	- -%	4 *%	11 *%	- -%	- -%	1 1%	12 *%	- -%
Better quality than mobile	11 *%	- -%	9 1%	1 1%	1 *%	1 *%	2 *%	1 *%	3 1%	1 *%	3 *%	9 *%	2 1%	- -%	- -%	10 *%	1 *%
To call premium rate/ international numbers	6 *%	2 *%	2 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	5 1%	6 *%	- -%	- -%	- -%	6 *%	- -%
Special services - deaf/ emergency assistance	2 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%	1 *%	1 *%
Other	19 1%	* *%	11 1%	- -%	7 2% a	5 1%	- -%	3 1%	3 1%	2 1%	6 1%	18 1%	1 *%	- -%	- -%	15 1%	3 1%
Don't know	35 1%	3 1%	25 1%	1 1%	6 1%	4 1%	4 1%	3 1%	5 2%	5 2%	16 2%	30 1%	2 2%	2 1%	1 2%	34 1%	1 *%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Need a landline to get broadband	1401	1314	1401	1382	1356	112	1365	832	643	45	1356	19	1382	1337	45	19	-
	50%	49%	50%	53%	55%	49%	55%	53%	60%	14%	55%	12%	53%	56%	20%	27%	-%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
To make calls	525	521	525	441	388	32	393	243	133	137	388	83	441	365	77	23	60
	19%	19%	19%	17%	16%	14%	16%	15%	12%	43%	16%	52%	17%	15%	34%	33%	68%
		cd	ef	gh	h		h	h		ilm		lmno			ilm	ilm	ijklmno
To receive calls	257	254	257	224	188	22	193	128	66	68	188	33	224	176	48	12	21
	9%	10%	9%	9%	8%	10%	8%	8%	6%	22%	8%	21%	9%	7%	21%	17%	23%
		df	h	h						ilm		ilm			ilm	ilm	ilm
More reliable than mobile	116	115	116	114	101	11	101	65	40	14	101	2	114	100	14	2	-
	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	4%	1%	4%	4%	6%	3%	-%
															kp		
In case of emergencies	85	81	85	78	67	7	70	52	30	18	67	8	78	65	13	2	5
	3%	3%	3%	3%	3%	3%	3%	3%	3%	6%	3%	5%	3%	3%	6%	3%	6%
										ilm					jm		
Always have had/ never thought about it	77	75	77	76	72	9	72	42	27	5	72	2	76	71	5	2	-
	3%	3%	3%	3%	3%	4%	3%	3%	2%	2%	3%	1%	3%	3%	2%	2%	-%
Cheaper than making calls with a mobile	59	57	59	57	51	5	55	24	19	8	51	3	57	49	8	3	-
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	4%	4%	-%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Family/ older relatives prefer calling it/ on it/ people without mobiles	49 2%	48 2%	49 2%	47 2%	48 2%	10 4% abcdf	48 2%	35 2%	23 2%	1 *%	48 2%	1 1%	47 2%	47 2%	- -%	* 1%	1 1%
Prefer to using mobile	39 1%	39 1%	39 1%	34 1%	38 2%	2 1%	38 2%	28 2%	15 1%	1 *%	38 2%	5 3% i	34 1%	33 1%	1 *%	5 6% ijlmnp	- -%
Convenience (n.s)	30 1%	29 1%	30 1%	29 1%	30 1%	3 1%	30 1%	21 1%	9 1%	- -%	30 1%	1 *%	29 1%	29 1%	- -%	1 1%	- -%
Bundled with other services	17 1%	16 1%	17 1%	17 1%	16 1%	1 *%	16 1%	13 1%	8 1%	2 *%	16 1%	- -%	17 1%	16 1%	2 1%	- -%	- -%
Need a landline to get access to Pay TV	16 1%	16 1%	16 1%	16 1%	13 1%	1 *%	13 1%	13 1%	6 1%	3 1%	13 1%	- -%	16 1%	13 1%	3 1%	- -%	- -%
Alternative contact number/ method	15 1%	15 1%	15 1%	15 1%	15 1%	1 *%	15 1%	9 1%	8 1%	- -%	15 1%	- -%	15 1%	15 1%	- -%	- -%	- -%
Business/ home office use	14 1%	14 1%	14 1%	14 1%	14 1%	4 2% abc	14 1%	9 1%	9 1%	- -%	14 1%	- -%	14 1%	14 1%	- -%	- -%	- -%
Cheaper for others to call me than calls to a mobile	12 *%	12 *%	12 *%	12 *%	10 *%	- -%	10 *%	5 *%	5 *%	1 *%	10 *%	- -%	12 *%	10 *%	1 1%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Better quality than mobile	11 *%	11 *%	11 *%	11 *%	11 *%	3 1%	11 *%	9 1%	5 *%	- -%	11 *%	- -%	11 *%	11 *%	- -%	- -%	- -%
To call premium rate/ international numbers	6 *%	6 *%	6 *%	3 *%	4 *%	1 *%	4 *%	3 *%	2 *%	1 *%	4 *%	3 2% jlm	3 *%	3 *%	- -%	1 2% jlm	1 2% jlm
Special services - deaf/ emergency assistance	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	2 *%	1 *%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%
Other	19 1%	17 1%	19 1%	19 1%	15 1%	2 1%	15 1%	13 1%	9 1%	3 1%	15 1%	- -%	19 1%	15 1%	3 1%	- -%	- -%
Don't know	35 1%	34 1%	35 1%	35 1%	29 1%	4 2%	31 1%	24 2%	16 1%	7 2%	29 1%	1 *%	35 1%	28 1%	7 3%	1 1%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Need a landline to get broadband	1401	29	1322	398	388	50	173	267	59	14	507	891	46	192	579	771	630
	50%	26%	56%	43%	60%	55%	54%	49%	63%	36%	46%	54%	49%	56%	52%	52%	48%
		a			cgijk	c	cj		cgij			cij		p		p	
To make calls	525	16	366	220	90	19	64	83	15	15	253	268	16	49	202	251	274
	19%	15%	16%	24%	14%	20%	20%	15%	16%	38%	23%	16%	17%	14%	18%	17%	21%
				dgk			d			defghjkl	dgk						mo
To receive calls	257	13	176	97	49	7	34	51	2	4	105	150	12	23	102	125	132
	9%	12%	7%	10%	8%	7%	11%	9%	2%	9%	9%	9%	12%	7%	9%	8%	10%
		b		h			h	h			h	h	h				
More reliable than mobile	116	7	94	51	23	3	7	20	5	2	60	56	5	15	53	68	48
	4%	7%	4%	6%	3%	4%	2%	4%	6%	5%	5%	3%	5%	4%	5%	5%	4%
				fk							fk						
In case of emergencies	85	4	63	34	18	1	5	24	1	1	36	49	1	15	28	43	42
	3%	3%	3%	4%	3%	1%	2%	4%	1%	2%	3%	3%	1%	4%	3%	3%	3%
Always have had/ never thought about it	77	8	62	36	8	2	7	20	*	-	39	36	1	7	29	36	42
	3%	7%	3%	4%	1%	3%	2%	4%	1%	0%	3%	2%	1%	2%	3%	2%	3%
		b		dk				d			d						
Cheaper than making calls with a mobile	59	4	48	18	13	2	9	12	3	1	23	36	2	7	26	33	26
	2%	4%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Family/ older relatives prefer calling it/ on it/ people without mobiles	49 2%	4 4% b	44 2%	8 1%	13 2%	1 1%	6 2%	17 3% cj	* *% cd	* 1%	10 1%	39 2% cj	3 3%	13 4% p	21 2%	34 2% p	15 1%
Prefer to using mobile	39 1%	5 5% b	33 1%	12 1%	7 1%	1 1%	3 1%	7 1%	4 4% cdfk	1 2%	17 2%	22 1%	4 4% cdfk	6 2%	15 1%	20 1%	18 1%
Convenience (n.s)	30 1%	7 6% b	23 1%	13 1%	3 1%	2 2%	3 1%	7 1%	- -%	* 1%	15 1%	14 1%	1 1%	4 1%	10 1%	14 1%	16 1%
Bundled with other services	17 1%	- -%	16 1%	3 *% cd	3 *% df	- -%	- -%	12 2% cdfjk	- -%	- -%	3 *%	15 1%	- -%	2 1%	6 1%	8 1%	9 1%
Need a landline to get access to Pay TV	16 1%	2 2% b	10 *%	4 *%	6 1%	- -%	1 *%	4 1%	* *%	- -%	4 *%	11 1%	- -%	- -%	12 1% p	12 1%	4 *%
Alternative contact number/ method	15 1%	1 1%	14 1%	6 1%	3 *%	1 1%	1 *%	4 1%	- -%	- -%	7 1%	8 *%	- -%	2 *%	5 *%	7 *%	8 1%
Business/ home office use	14 1%	* *%	14 1%	8 1%	1 *%	- -%	- -%	4 1%	1 1%	- -%	9 1%	5 *%	- -%	- -%	4 *%	4 *%	10 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Cheaper for others to call me than calls to a mobile	12 *%	1 1%	10 *%	2 *%	3 1%	1 1%	1 *%	1 *%	1 1%	- -%	4 *%	8 *%	2 2% c	3 1%	5 *%	9 1%	3 *%
Better quality than mobile	11 *%	1 1%	10 *%	3 *%	4 1%	1 1%	- -%	3 1%	- -%	- -%	4 *%	7 *%	- -%	2 *%	3 *%	5 *%	6 *%
To call premium rate/ international numbers	6 *%	- -%	4 *%	1 *%	1 *%	- -%	1 *%	- -%	1 1% g	1 3% cdfgjk	2 *%	3 *%	- -%	- -%	4 *%	4 *%	2 *%
Special services - deaf/ emergency assistance	2 *%	- -%	2 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	1 *%
Other	19 1%	3 2% b	13 1%	4 *%	8 1% j	- -%	3 1%	2 *%	- -%	- -%	4 *%	14 1%	1 1%	3 1%	4 *%	7 *%	11 1%
Don't know	35 1%	3 3% b	24 1%	6 1%	11 2%	1 1%	1 *%	12 2% cfj	1 2%	- -%	8 1%	26 2%	2 2%	3 1%	14 1%	18 1%	18 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Need a landline to get broadband	1401	162	513	335	553	277	702	275	424	297	728	266	408	904	1190	89	104
	50%	23%	31%	69%	87%	28%	36%	77%	90%	27%	36%	78%	92%	67%	59%	28%	34%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
To make calls	525	304	493	27	4	330	503	20	2	360	509	16	-	151	273	95	74
	19%	43%	30%	6%	1%	33%	26%	6%	*%	33%	25%	5%	-%	11%	14%	30%	24%
		bcd	cd	d		fgh	gh	h		jkl	kl	l			mn	mn	
To receive calls	257	70	192	43	22	124	236	18	2	130	238	16	2	97	161	32	31
	9%	10%	12%	9%	3%	12%	12%	5%	1%	12%	12%	5%	1%	7%	8%	10%	10%
		d	d	d		gh	gh	h		kl	kl	l					
More reliable than mobile	116	48	102	9	4	67	108	6	1	70	108	6	1	26	54	21	39
	4%	7%	6%	2%	1%	7%	6%	2%	*%	6%	5%	2%	*%	2%	3%	7%	13%
		cd	cd			gh	gh	h		kl	kl	l			mn	mno	
In case of emergencies	85	18	60	24	1	30	70	10	5	33	71	14	-	46	66	7	5
	3%	3%	4%	5%	*%	3%	4%	3%	1%	3%	4%	4%	-%	3%	3%	2%	2%
		d	d	ad		h	h			l	l	l					
Always have had/ never thought about it	77	16	65	7	6	32	72	2	3	36	74	1	3	18	51	10	15
	3%	2%	4%	1%	1%	3%	4%	1%	1%	3%	4%	*%	1%	1%	3%	3%	5%
			cd			gh	gh			kl	kl				m	m	mn
Cheaper than making calls with a mobile	59	21	50	8	2	28	48	9	3	29	51	7	2	15	29	18	10
	2%	3%	3%	2%	*%	3%	2%	2%	1%	3%	3%	2%	*%	1%	1%	6%	3%
		d	d	d		h	h			l	l					mn	mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Family/ older relatives prefer calling it/ on it/ people without mobiles	49 2%	23 3%	42 3%	6 1%	1 *%	33 3%	48 2%	1 *%	- -%	37 3%	49 2%	* *%	- -%	13 1%	34 2%	10 3%	3 1%
		cd	d	d		gh	gh			kl	kl					m	
Prefer to using mobile	39 1%	12 2%	35 2%	* *%	3 1%	21 2%	35 2%	1 *%	3 1%	22 2%	36 2%	- -%	3 1%	6 *%	15 1%	15 5%	4 1%
		c	cd			g	g			k	k					mnp	
Convenience (n.s)	30 1%	6 1%	27 2%	2 *%	* *%	15 2%	29 1%	1 *%	* *%	15 1%	29 1%	1 *%	* *%	2 *%	16 1%	8 3%	4 1%
			d			h	h				l				m	mn	m
Bundled with other services	17 1%	2 *%	6 *%	2 *%	9 1%	5 *%	9 *%	1 *%	7 1%	5 *%	9 *%	1 *%	7 2%	10 1%	15 1%	2 *%	1 *%
					ab				f				ij				
Need a landline to get access to Pay TV	16 1%	2 *%	8 *%	3 1%	5 1%	4 *%	9 *%	1 *%	6 1%	4 *%	9 *%	2 1%	4 1%	8 1%	13 1%	- -%	3 1%
Alternative contact number/ method	15 1%	2 *%	9 1%	5 1%	1 *%	3 *%	10 1%	4 1%	- -%	3 *%	10 1%	4 1%	- -%	7 1%	13 1%	2 *%	- -%
								eh									
Business/ home office use	14 1%	5 1%	12 1%	- -%	2 *%	7 1%	13 1%	- -%	1 *%	8 1%	14 1%	- -%	- -%	10 1%	13 1%	1 *%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Cheaper for others to call me than calls to a mobile	12	2	9	2	1	6	10	-	1	6	10	-	1	4	8	*	3
	*%	*%	1%	*%	*%	1%	1%	-%	*%	1%	1%	-%	*%	*%	*%	*%	1%
Better quality than mobile	11	5	11	-	-	6	11	-	-	7	11	-	-	7	8	3	-
	*%	1%	1%	-%	-%	1%	1%	-%	-%	1%	1%	-%	-%	*%	*%	1%	-%
To call premium rate/ international numbers	6	1	6	-	-	4	6	-	-	4	6	-	-	2	2	-	1
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%
Special services - deaf/ emergency assistance	2	-	1	-	1	1	2	-	-	1	2	-	-	1	1	1	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%
Other	19	2	8	4	6	6	12	-	6	6	12	-	6	10	15	2	2
	1%	*%	*%	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	*%	1%
Don't know	35	8	19	5	12	10	25	6	5	12	25	5	5	16	27	3	5
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
							TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES									
							NEED LANDLINE TO GET BROADBAND									
	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/DK	TO MAKE CALLS	TO RECEIVE CALLS					MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Need a landline to get broadband	1401	701	955	154	263	183	-	-	-	1398	-	986	144	271	146	49
	50%	80%	72%	19%	24%	47%	-%	-%	-%	100%	-%	60%	23%	53%	53%	49%
		bcde	cde		c	cd				fg	hij	lm		l		
To make calls	525	34	79	336	386	60	491	-	491	-	-	197	239	89	40	17
	19%	4%	6%	41%	36%	16%	100%	-%	59%	-%	-%	12%	38%	17%	15%	17%
				abde	abe	ab	ghij		gij				km	k		
To receive calls	257	20	61	118	154	42	-	257	257	-	-	131	81	45	24	10
	9%	2%	5%	14%	14%	11%	-%	100%	31%	-%	-%	8%	13%	9%	9%	10%
			a	ab	ab	ab		fhij	fij				km			
More reliable than mobile	116	11	27	60	73	15	-	-	-	-	116	58	40	18	10	3
	4%	1%	2%	7%	7%	4%	-%	-%	-%	-%	100%	4%	6%	3%	3%	3%
				abe	ab	a			-%	-%	fg		km			
In case of emergencies	85	17	26	35	47	13	-	-	85	-	-	42	21	22	5	1
	3%	2%	2%	4%	4%	3%	-%	-%	10%	-%	-%	3%	3%	4%	2%	1%
				ab	ab				fgij							
Always have had/ never thought about it	77	14	31	21	33	13	-	-	-	-	-	38	27	12	8	3
	3%	2%	2%	3%	3%	3%	-%	-%	-%	-%	-%	2%	4%	2%	3%	3%
													k			
Cheaper than making calls with a mobile	59	9	18	18	22	20	-	-	-	-	-	31	18	10	7	3
	2%	1%	1%	2%	2%	5%	-%	-%	-%	-%	-%	2%	3%	2%	3%	3%
						abcd										

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Family/ older relatives prefer calling it/ on it/ people without mobiles	49 2%	5 1%	14 1%	20 2% ab	27 3% ab	8 2%	- -%	- -%	- -%	- -%	- -%	31 2%	12 2%	6 1%	7 2%	* *%
Prefer to using mobile	39 1%	6 1%	8 1%	19 2% ab	23 2% ab	7 2% b	- -%	- -%	- -%	- -%	- -%	11 1%	21 3% km	7 1%	3 1%	* *%
Convenience (n.s)	30 1%	3 *%	11 1%	7 1%	11 1%	8 2% a	- -%	- -%	- -%	- -%	- -%	19 1%	7 1%	4 1%	2 1%	* *%
Bundled with other services	17 1%	15 2% cde	17 1% cde	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	13 1%	2 *%	2 *%	- -%	- -%
Need a landline to get access to Pay TV	16 1%	6 1%	11 1%	2 *%	3 *%	1 *%	- -%	- -%	- -%	- -%	- -%	10 1%	3 *%	3 1%	1 *%	- -%
Alternative contact number/ method	15 1%	5 1%	9 1%	2 *%	3 *%	3 1%	- -%	- -%	- -%	- -%	- -%	11 1%	3 *%	* *%	2 1%	2 2%
Business/ home office use	14 1%	4 *%	7 1%	6 1%	6 1%	2 *%	- -%	- -%	- -%	- -%	- -%	11 1%	- -%	3 1%	10 4%	4 4%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 21**

**Q10. What is your main reason for having a landline? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Cheaper for others to call me than calls to a mobile	12 *%	2 *%	5 *%	5 1%	5 *%	2 *%	- -%	- -%	- -%	- -%	- -%	6 *%	2 *%	3 1%	* *%	3 3% n
Better quality than mobile	11 *%	- -%	5 *%	2 *%	5 1%	* *%	- -%	- -%	- -%	- -%	- -%	6 *%	2 *%	3 1%	- -%	- -%
To call premium rate/ international numbers	6 *%	1 *%	3 *%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	2 *%	1 *%	1 *%	1 1%
Special services - deaf/ emergency assistance	2 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 1%
Other	19 1%	8 1%	11 1%	4 1%	6 1%	2 *%	- -%	- -%	- -%	- -%	- -%	12 1% l	- -%	7 1% l	5 2%	2 2%
Don't know	35 1%	15 2% c	20 2% c	4 *%	8 1%	8 2% c	- -%	- -%	- -%	- -%	- -%	26 2%	6 1%	4 1%	4 1%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Good/ better deal overall	1267 46%	625 46%	642 45%	130 51% fhik	283 51% fghik	232 50% fhik	215 42%	165 44%	135 40%	107 37%	515 50% fghik	241 39%	333 42%	332 44%	296 48%	303 49% l	172 52% lm	131 45%
Paid for as part of a bundled package	456 16%	228 17%	228 16%	38 15%	105 19% ik	72 15%	103 20% ghik	57 15%	50 15%	32 11%	177 17% ik	81 13%	133 17%	128 17%	99 16%	95 15%	54 17%	41 14%
Price of overall calls package	426 15%	224 16%	202 14%	40 16%	76 14%	84 18% ik	95 19% ik	56 15%	46 14%	29 10%	160 16% i	75 12%	123 16% q	119 16% q	95 15%	89 14%	59 18% q	30 10%
Always used them/ historical reasons	364 13%	180 13%	184 13%	28 11%	38 7%	33 7%	58 11% dej	51 13% dej	79 24% cdefgj	77 27% cdefgj	71 7% cdefgj	156 25% cdefgj	126 16% mop	83 11%	83 13%	72 12%	30 9%	42 14%
Reliable service	352 13%	179 13%	173 12%	31 12%	61 11%	44 9%	81 16% dej	46 12%	38 11%	50 17% dehj	105 10% dehj	88 14% ej	102 13%	106 14% q	71 11%	73 12%	48 15% q	25 9%
Well-known and trusted brand	301 11%	157 11%	144 10%	26 10%	58 11%	37 8%	45 9%	37 10%	49 15% efgj	48 17% defgj	95 9% defgj	98 16% defgj	102 13% n	84 11%	48 8%	66 11%	35 11%	31 11%
To get a better broadband service	238 9%	123 9%	114 8%	25 10% hik	68 12% ghik	44 9% hik	54 11% hik	26 7% ik	14 4%	6 2%	112 11% ghik	21 3%	90 11% nopq	64 9% q	47 8%	36 6%	23 7%	14 5%
Quality of customer service	198 7%	113 8% b	85 6%	20 8%	32 6%	32 7%	35 7%	32 8%	25 8%	24 8%	63 6%	49 8%	77 10% mnop	49 6%	36 6%	36 6%	19 6%	17 6%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Friends and family use them	147 5%	66 5%	81 6%	16 6%	41 7% egh	19 4%	32 6%	13 3%	13 4%	14 5%	59 6%	27 4%	42 5%	33 4%	42 7%	30 5%	14 4%	15 5%
To get a better TV service	97 3%	49 4%	48 3%	5 2%	23 4%	19 4%	27 5% gik	9 2%	11 3%	4 1%	41 4% i	15 2%	31 4%	23 3%	25 4%	17 3%	11 3%	6 2%
Quality of line/ calls	91 3%	43 3%	48 3%	8 3%	13 2%	18 4%	20 4% h	12 3%	5 2%	14 5% h	31 3%	19 3%	24 3%	28 4%	22 4%	17 3%	7 2%	10 3%
Unlimited weekend/ evening calls to UK landlines	81 3%	46 3%	34 2%	7 3%	14 3%	8 2%	15 3%	14 4%	15 5% ej	6 2%	22 2%	21 3%	26 3%	18 2%	23 4%	13 2%	7 2%	6 2%
There was no choice/ lack of providers in the area	77 3%	39 3%	39 3%	8 3%	18 3%	10 2%	9 2%	13 4%	10 3%	9 3%	28 3%	19 3%	23 3%	22 3%	21 3% p	12 2%	3 1%	8 3%
Provided free as part of a bundled package	65 2%	26 2%	39 3%	8 3% hk	18 3% hk	12 3%	13 3%	7 2%	3 1%	4 1%	30 3% hk	6 1%	23 3%	17 2%	8 1%	16 3%	8 3%	8 3%
Price of calls to mobile phones	62 2%	36 3%	25 2%	8 3% i	15 3%	12 3%	11 2%	6 2%	7 2%	2 1%	27 3% i	9 1%	20 3%	10 1%	14 2%	18 3% m	9 3%	9 3% m

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Unlimited calls anytime to UK landlines	56 2%	30 2%	26 2%	1 *%	12 2%	11 2%	12 2%	5 1%	8 2%	7 2%	23 2%	15 2%	15 2%	15 2%	18 3%	8 1%	2 1%	6 2%
															p			
Other suppliers are more expensive	51 2%	20 1%	31 2%	9 4%	12 2%	7 2%	12 2%	5 1%	4 1%	2 1%	19 2%	6 1%	15 2%	13 2%	10 2%	13 2%	7 2%	5 2%
				hik														
Price of international calls	46 2%	25 2%	22 2%	4 2%	12 2%	5 1%	7 1%	8 2%	4 1%	7 2%	17 2%	11 2%	17 2%	10 1%	9 1%	10 2%	5 1%	6 2%
Other suppliers have worse customer service	35 1%	18 1%	17 1%	4 2%	1 *%	13 3%	5 1%	6 2%	5 1%	1 *%	14 1%	6 1%	12 2%	12 2%	6 1%	5 1%	4 1%	2 1%
				d		dfik		d	d		d							
Other reasons	63 2%	33 2%	30 2%	6 3%	11 2%	8 2%	8 2%	13 3%	9 3%	8 3%	19 2%	17 3%	30 4%	17 2%	2 *%	14 2%	3 1%	11 4%
													np	n		n		np
<b>SUMMARY</b>																		
DEAL/ PRICE/ INCLUSIVE CALLS	1567 56%	772 57%	795 56%	164 65%	336 61%	284 61%	286 56%	209 55%	159 48%	128 45%	620 61%	287 46%	412 52%	428 57%	358 58%	366 59%	214 65%	152 52%
				ghik	hik	hik	hik	hik			hik					l	lmnq	
SERVICE QUALITY/ TRUSTED/ RECOMMENDED	881 32%	434 32%	447 31%	77 30%	145 26%	110 24%	156 31%	113 30%	139 41%	141 49%	255 25%	279 45%	269 34%	237 31%	195 31%	180 29%	90 27%	90 31%
							ej		cdefgj	cdefgj		cdefgj	p					
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
BUNDLED WITH OTHER SERVICE/S	764	382	382	70	186	132	168	90	74	44	318	118	239	208	164	152	86	66
	27%	28%	27%	28%	34%	28%	33%	24%	22%	15%	31%	19%	30%	28%	27%	25%	26%	23%
				ik	ghik	hik	ghik	i	i		ghik		oq					
QUALITY OF CUSTOMER SERVICE	228	128	100	22	32	44	39	35	30	25	76	55	88	60	40	39	20	19
	8%	9%	7%	9%	6%	9%	8%	9%	9%	9%	7%	9%	11%	8%	7%	6%	6%	6%
		b											mnopq					
AVAILABILITY	77	39	39	8	18	10	9	13	10	9	28	19	23	22	21	12	3	8
	3%	3%	3%	3%	3%	2%	2%	4%	3%	3%	3%	3%	3%	3%	3%	2%	1%	3%
															p			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422	
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328	
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390	
Good/ better deal overall	1267 46%	181 39%	780 46% a	60 39%	243 52% abc	236 48% i	179 45%	173 43%	143 46%	92 38%	444 47% i	1071 46%	58 42%	90 40%	49 58% lm	1097 46%	170 44%	
Paid for as part of a bundled package	456 16%	58 12%	302 18% a	23 15%	72 16%	67 14%	63 16%	96 24% efhij	44 14%	39 16%	147 16%	394 17%	20 15%	25 11%	16 19%	403 17%	52 13%	
Price of overall calls package	426 15%	60 13%	277 16% c	15 9%	74 16% c	39 8%	61 15% e	57 14% e	50 16% e	28 12%	190 20% egi	366 16%	26 18% m	22 10%	13 15%	366 15%	60 15%	
Always used them/ historical reasons	364 13%	122 26% bd	170 10%	34 22% bd	38 8%	68 14%	42 10%	52 13%	34 11%	44 18% fh	125 13%	310 13%	21 15%	21 9%	12 14%	303 13%	61 16%	
Reliable service	352 13%	69 15%	210 12%	20 13%	54 12%	57 12%	36 9%	57 14% f	41 13%	24 10%	137 15% f	305 13%	16 11%	25 11%	5 6%	321 13% p	31 8%	
Well-known and trusted brand	301 11%	72 15% bd	163 10%	25 16% bd	41 9%	50 10%	41 10%	43 11%	31 10%	28 11%	108 11%	252 11%	19 14%	21 9%	9 10%	269 11%	32 8%	
To get a better broadband service	238 9%	19 4%	183 11% ac	2 1%	35 7% ac	28 6%	30 7%	41 10% ej	42 14% efj	34 14% efj	64 7%	219 9% l	4 3%	11 5%	4 5%	216 9% p	22 6%	
Quality of customer service	198 7%	40 9%	122 7%	8 5%	27 6%	31 6%	24 6%	28 7%	31 10%	15 6%	69 7%	171 7%	7 5%	18 8%	2 3%	174 7%	24 6%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME					COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Friends and family use them	147	17	100	10	19	19	25	21	18	8	57	123	7	9	8	134	13
	5%	4%	6%	7%	4%	4%	6%	5%	6%	3%	6%	5%	5%	4%	10%	6%	3%
To get a better TV service	97	9	70	6	11	11	13	19	12	14	28	85	4	3	3	91	6
	3%	2%	4% a	4%	2%	2%	3%	5%	4%	6% e	3%	4%	3%	2%	4%	4% p	2%
Quality of line/ calls	91	15	59	4	13	18	5	15	11	9	34	77	5	9	-	80	12
	3%	3%	3%	3%	3%	4% f	1%	4% f	4%	4%	4% f	3%	4%	4%	-%	3%	3%
Unlimited weekend/ evening calls to UK landlines	81	17	51	5	8	9	17	15	8	5	27	69	4	7	1	71	9
	3%	4%	3%	3%	2%	2%	4% e	4%	3%	2%	3%	3%	3%	3%	1%	3%	2%
There was no choice/ lack of providers in the area	77	17	49	2	9	15	11	14	13	4	21	67	4	5	2	56	21
	3%	4%	3%	1%	2%	3%	3%	4%	4%	2%	2%	3%	3%	2%	2%	2%	5% o
Provided free as part of a bundled package	65	3	45	3	13	12	3	9	12	3	26	51	2	11	1	60	5
	2%	1%	3% a	2%	3% a	2%	1%	2%	4% f	1%	3% f	2%	1%	5% kl	1%	2%	1%
Price of calls to mobile phones	62	6	38	3	15	8	11	12	10	3	19	58	2	1	1	58	4
	2%	1%	2%	2%	3% a	2%	3%	3%	3%	1%	2%	2%	1%	1%	1%	2%	1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Unlimited calls anytime to UK landlines	56 2%	10 2%	38 2%	5 3%	4 1%	5 1%	8 2%	16 4% ei	7 2%	1 *%	20 2%	55 2%	1 1%	- -%	- -%	44 2%	12 3%
Other suppliers are more expensive	51 2%	3 1%	35 2% a	3 2%	10 2%	4 1%	6 1%	12 3% e	5 2%	7 3%	17 2%	45 2%	3 2%	1 *%	3 4%	44 2%	7 2%
Price of international calls	46 2%	8 2%	28 2%	3 2%	8 2%	4 1%	9 2%	11 3% e	4 1%	2 1%	16 2%	43 2%	1 *%	2 1%	1 1%	43 2%	3 1%
Other suppliers have worse customer service	35 1%	5 1%	25 1%	1 1%	4 1%	6 1%	3 1%	6 1%	4 1%	7 3% j	8 1%	29 1%	1 *%	5 2%	- -%	28 1%	7 2%
Other reasons	63 2%	10 2%	39 2%	8 5% d	7 1%	18 4% j	7 2%	9 2%	9 3% j	12 5% fj	9 1%	54 2%	2 1%	5 2%	3 3%	51 2%	12 3%
<b>SUMMARY</b>																	
DEAL/ PRICE/ INCLUSIVE CALLS	1567 56%	215 46%	982 58% ac	72 46%	295 64% abc	263 54%	228 57% i	231 58% i	171 56% i	109 45%	564 60% i	1328 57%	76 55%	107 48%	56 67% m	1350 56%	217 56%
SERVICE QUALITY/ TRUSTED/ RECOMMENDED	881 32%	213 46% bd	488 29%	66 42% bd	114 25%	155 32%	114 29%	117 29%	90 29%	75 31%	329 35% f	748 32%	50 36%	62 28%	21 25%	769 32%	112 29%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
BUNDLED WITH OTHER SERVICE/S	764 27%	86 18%	526 31% ac	32 20%	120 26% a	108 22%	102 26%	143 36% efj	91 30% e	80 33% ej	239 25%	663 28% l	29 21%	48 21%	23 28%	681 28% p	82 21%
QUALITY OF CUSTOMER SERVICE	228 8%	46 10%	143 8%	9 6%	30 6%	35 7%	27 7%	32 8%	35 11% f	22 9%	76 8%	197 8%	7 5%	22 10%	2 3%	197 8%	31 8%
AVAILABILITY	77 3%	17 4%	49 3%	2 1%	9 2%	15 3%	11 3%	14 4%	13 4%	4 2%	21 2%	67 3%	4 3%	5 2%	2 2%	56 2%	21 5%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Good/ better deal overall	1267 46%	1239 46%	1267 46%	1205 46%	1157 47%	110 48%	1168 47%	717 46%	526 49%	110 35%	1157 47% inp	62 39%	1205 46% ip	1119 47% inp	87 38%	39 55% iknp	23 26%
Paid for as part of a bundled package	456 16%	443 17%	456 16%	445 17%	422 17%	41 18%	426 17%	360 23% abcdfh	195 18%	34 11% p	422 17% ikp	11 7%	445 17% ikp	413 17% ikp	32 14% kp	9 13% p	2 2%
Price of overall calls package	426 15%	413 15%	426 15%	410 16%	388 16%	40 18%	395 16%	255 16%	160 15%	38 12%	388 16%	16 10%	410 16%	380 16%	30 13%	7 10%	9 10%
Always used them/ historical reasons	364 13%	354 13% g	364 13% g	323 12%	283 11%	25 11%	286 11%	163 10%	137 13%	81 26% jlmo	283 11%	41 26% jlmo	323 12%	276 12%	47 21% jlmo	7 10%	34 38% ijlmno
Reliable service	352 13%	346 13%	352 13%	331 13%	299 12%	41 18% bcdfg	305 12%	178 11%	144 13%	53 17% jm	299 12%	21 13%	331 13%	293 12%	38 17%	7 9%	14 16%
Well-known and trusted brand	301 11%	295 11%	301 11%	279 11%	254 10%	27 12%	254 10%	150 10%	128 12%	47 15% jlm	254 10%	22 14%	279 11%	247 10%	32 14%	7 10%	15 17%
To get a better broadband service	238 9%	221 8%	238 9%	236 9%	237 10%	28 12%	238 10%	155 10%	134 13% abcdf	1 *% iknop	237 10%	1 1%	236 9% iknop	235 10% iknop	1 1%	1 2%	- -%
Quality of customer service	198 7%	194 7%	198 7%	188 7%	187 8%	14 6%	187 7%	108 7%	90 8%	11 4%	187 8% i	11 7%	188 7% i	179 7% i	8 4%	8 11% in	3 3%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

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**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Friends and family use them	147 5%	147 5%	147 5%	140 5%	130 5%	12 5%	131 5%	87 6%	67 6%	17 6%	130 5%	7 4%	140 5%	129 5%	11 5%	1 1%	6 7%
To get a better TV service	97 3%	96 4%	97 3%	94 4%	88 4%	10 4%	88 4%	81 5%	48 5%	9 3%	88 4%	3 2%	94 4%	87 4%	7 3%	1 1%	2 2%
								abdcdf									
Quality of line/ calls	91 3%	91 3%	91 3%	86 3%	79 3%	6 3%	79 3%	42 3%	38 4%	13 4%	79 3%	5 3%	86 3%	77 3%	9 4%	2 3%	3 4%
Unlimited weekend/ evening calls to UK landlines	81 3%	78 3%	81 3%	74 3%	71 3%	9 4%	71 3%	40 3%	26 2%	9 3%	71 3%	6 4%	74 3%	69 3%	5 2%	2 3%	4 5%
There was no choice/ lack of providers in the area	77 3%	68 3%	77 3%	73 3%	72 3%	6 3%	72 3%	40 3%	34 3%	5 2%	72 3%	5 3%	73 3%	71 3%	2 1%	1 2%	3 4%
Provided free as part of a bundled package	65 2%	62 2%	65 2%	62 2%	61 2%	11 5%	61 2%	46 3%	31 3%	3 1%	61 2%	3 2%	62 2%	59 2%	2 1%	2 3%	1 1%
Price of calls to mobile phones	62 2%	59 2%	62 2%	61 2%	55 2%	6 3%	55 2%	37 2%	30 3%	7 2%	55 2%	1 *%	61 2%	54 2%	7 3%	1 1%	- -%
Unlimited calls anytime to UK landlines	56 2%	56 2%	56 2%	51 2%	50 2%	8 3%	50 2%	39 2%	24 2%	7 2%	50 2%	5 3%	51 2%	48 2%	3 1%	2 2%	4 4%
Columns Tested:	a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Other suppliers are more expensive	51 2%	51 2%	51 2%	49 2%	45 2%	7 3%	45 2%	33 2%	23 2%	6 2%	45 2%	2 1%	49 2%	44 2%	5 2%	1 1%	1 2%
Price of international calls	46 2%	45 2%	46 2%	43 2%	39 2%	2 1%	39 2%	29 2%	20 2%	7 2%	39 2%	3 2%	43 2%	37 2%	6 3%	2 3%	1 1%
Other suppliers have worse customer service	35 1%	33 1%	35 1%	32 1%	34 1%	4 2%	34 1%	21 1%	18 2%	1 *%	34 1%	3 2%	32 1%	32 1%	- -%	2 2%	1 2%
Other reasons	63 2%	59 2%	63 2%	57 2%	63 3%	7 3%	63 3%	26 2%	31 3%	- -%	63 3% in	6 4% in	57 2% i	57 2% in	- -%	6 8% ijlmnp	- -%
<b>SUMMARY</b>																	
DEAL/ PRICE/ INCLUSIVE CALLS	1567 56%	1522 57%	1567 56%	1491 57%	1418 57%	134 58%	1433 57%	887 57%	623 58%	149 47%	1418 57% ikp	76 48%	1491 57% ikp	1375 57% ikp	116 51%	43 61% p	33 38%
SERVICE QUALITY/ TRUSTED/ RECOMMENDED	881 32%	862 32% g	881 32% g	809 31% g	735 30%	74 32%	743 30%	420 27%	325 30%	146 46% jlmo	735 30%	72 45% jlmo	809 31%	718 30%	91 40% jlmo	17 24%	55 63% ijklmno
BUNDLED WITH OTHER SERVICE/S	764 27%	732 27%	764 27%	746 28%	717 29%	74 32%	722 29%	569 36% abcdf	355 33% abcdf	47 15% p	717 29% iknp	17 11%	746 28% iknp	704 29% iknop	42 19% p	13 18% p	4 5%
QUALITY OF CUSTOMER SERVICE	228 8%	222 8%	228 8%	214 8%	215 9%	17 7%	215 9%	127 8%	104 10%	13 4%	215 9% in	14 9%	214 8% in	206 9% in	8 4%	9 13% in	4 5%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
AVAILABILITY	77	68	77	73	72	6	72	40	34	5	72	5	73	71	2	1	3
	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	1%	2%	4%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Good/ better deal overall	1267 46%	25 23%	1125 48%	287 31%	329 51%	57 63%	206 64%	232 42%	63 67%	31 78%	408 37%	854 51%	55 58%	207 60%	585 52%	792 54%	475 36%
			a		cgj	cdgj	cdgjk	c	cdgjk	cdgjkl	c	cgj	cgj	np	p	p	
Paid for as part of a bundled package	456 16%	3 3%	419 18%	58 6%	182 28%	15 17%	29 9%	149 27%	10 10%	- -%	83 7%	373 22%	12 13%	57 16%	243 22%	300 20%	156 12%
			a		cefhijkl	cij		cfhijkl				cfhij	ci	p	p	p	
Price of overall calls package	426 15%	4 4%	382 16%	100 11%	108 17%	18 20%	69 22%	87 16%	12 13%	11 28%	130 12%	295 18%	20 21%	53 15%	220 20%	272 19%	154 12%
			a		cj	cj	cj	cj		cj		cj	cj		p	p	
Always used them/ historical reasons	364 13%	27 25%	254 11%	253 27%	35 5%	4 4%	18 6%	43 8%	3 3%	2 6%	260 23%	102 6%	3 3%	18 5%	62 6%	80 5%	284 22%
		b		defghijkl							defghijkl						mno
Reliable service	352 13%	8 7%	290 12%	181 19%	63 10%	10 11%	18 6%	58 11%	9 9%	2 6%	200 18%	151 9%	8 9%	28 8%	120 11%	148 10%	203 15%
			a	dfghkl				f			dfghkl						mno
Well-known and trusted brand	301 11%	7 6%	246 10%	183 20%	53 8%	10 11%	8 3%	30 5%	9 9%	2 5%	202 18%	99 6%	7 7%	18 5%	99 9%	117 8%	184 14%
				dfghijkl	f	fg			f		dfghijkl	f					mno
To get a better broadband service	238 9%	- -%	237 10%	65 7%	45 7%	8 9%	16 5%	84 15%	13 13%	- -%	85 8%	153 9%	8 8%	46 13%	92 8%	138 9%	100 8%
			a					cdfijk	cdfi			f		np			
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Quality of customer service	198 7%	5 5%	181 8%	75 8% g	39 6%	9 9%	17 5%	28 5%	16 17% cdfgjk	2 5%	99 9%	99 6%	13 13% dfgk	19 6%	87 8%	107 7%	92 7%
Friends and family use them	147 5%	2 2%	127 5% a	55 6% g	36 6%	6 6%	20 6%	18 3%	8 9% g	- -%	70 6% g	77 5%	3 3%	12 3%	53 5%	65 4%	82 6%
To get a better TV service	97 3%	1 1%	87 4% a	19 2% f	51 8% cefgghjk	1 2%	1 *%	22 4% fj	1 1%	- -%	22 2% f	75 5% cfj	2 2%	13 4%	46 4%	58 4%	38 3%
Quality of line/ calls	91 3%	2 2%	76 3%	44 5% dfk	15 2%	5 6% f	5 1%	17 3%	2 3%	* 1%	52 5% dfk	40 2%	2 2%	5 1%	32 3%	37 3%	54 4% mo
Unlimited weekend/ evening calls to UK landlines	81 3%	1 1%	70 3%	35 4%	19 3%	2 3%	8 3%	14 3%	1 1%	- -%	38 3%	42 3%	1 1%	4 1%	38 3% m	42 3%	39 3%
There was no choice/ lack of providers in the area	77 3%	11 10% b	61 3%	43 5% dfgk	13 2%	- -%	6 2%	13 2%	1 1%	- -%	44 4% dk	33 2%	2 2%	8 2%	18 2%	26 2%	51 4% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Provided free as part of a bundled package	65 2%	1 1%	60 3%	10 1%	19 3% c	8 9% cdfghjkl	10 3% c	16 3% c	1 2%	- -%	19 2%	45 3% c	1 1%	5 1%	34 3%	39 3%	25 2%
Price of calls to mobile phones	62 2%	2 2%	52 2%	11 1%	15 2% cdghjk	7 7% cdghjk	12 4% cj	14 3%	- -%	1 3%	18 2%	44 3% c	2 2%	4 1%	42 4% mp	46 3% p	16 1%
Unlimited calls anytime to UK landlines	56 2%	- -%	50 2% a	23 2%	13 2%	2 3%	5 2%	11 2%	1 1%	1 2%	27 2%	30 2%	- -%	5 1%	27 2%	32 2%	24 2%
Other suppliers are more expensive	51 2%	- -%	45 2% a	8 1%	14 2%	2 2%	7 2%	14 3% c	5 5% cjl	1 2%	15 1%	36 2% c	- -%	9 2%	26 2%	34 2%	17 1%
Price of international calls	46 2%	1 1%	37 2%	12 1%	10 2%	2 2%	7 2%	9 2%	- -%	3 8% cdghjk	14 1%	31 2%	2 2%	7 2%	25 2% p	32 2% p	14 1%
Other suppliers have worse customer service	35 1%	1 1%	32 1%	13 1%	9 1%	- -%	- -%	9 2% f	3 3% f	- -%	16 1% f	19 1%	1 1%	5 2%	17 2%	22 2%	13 1%
Other reasons	63 2%	13 12% b	51 2%	31 3% dk	8 1%	1 1%	9 3%	12 2%	* *%	1 2%	32 3% d	31 2%	2 2%	6 2%	16 1%	22 1%	41 3% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

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**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
<b>SUMMARY</b>																	
DEAL/ PRICE/ INCLUSIVE CALLS	1567 56%	31 29%	1377 59% a	373 40% c	392 60% cj	72 79% cdgjk	251 78% cdgjk	298 54% cj	69 74% cdgjk	35 91% cdgijkl	515 46% c	1044 63% cgj	67 70% cgj	241 70% p	733 65% p	974 66% p	593 45%
SERVICE QUALITY/ TRUSTED/ RECOMMENDED	881 32%	41 38% b	689 29%	495 53% defghikl	132 20%	21 23%	56 17%	121 22%	27 28% f	5 13%	543 49% defghikl	334 20%	19 20%	58 17%	255 23% m	313 21%	568 43% mno
BUNDLED WITH OTHER SERVICE/S	764 27%	5 5%	712 30% a	144 16% i	263 40% cefhijkl	26 28% cfij	50 16% i	236 43% cefhijkl	21 22% i	- -%	191 17% i	573 35% cfhij	23 24% i	108 31% p	368 33% p	476 32% p	287 22%
QUALITY OF CUSTOMER SERVICE	228 8%	6 6%	208 9%	88 9% fk	46 7%	9 9%	17 5%	35 6% cdfgijk	19 20% cdfgijk	2 5%	115 10% dfgk	113 7% dfgk	14 15% dfgk	22 6%	103 9%	126 9%	102 8%
AVAILABILITY	77 3%	11 10% b	61 3%	43 5% dfgk	13 2%	- -%	6 2%	13 2%	1 1%	- -%	44 4% dk	33 2%	2 2%	8 2%	18 2%	26 2%	51 4% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

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**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Good/ better deal overall	1267	342	751	219	297	470	873	172	222	506	894	166	207	682	962	126	118
	46%	48%	45%	45%	47%	47%	45%	48%	47%	47%	45%	49%	47%	50% op	48% op	40%	39%
Paid for as part of a bundled package	456	95	255	94	106	154	311	58	87	165	320	58	78	256	347	56	42
	16%	13%	15%	20% ab	17%	15%	16%	16%	18%	15%	16%	17%	18%	19%	17%	18%	14%
Price of overall calls package	426	139	285	70	71	184	322	54	50	194	330	51	46	235	331	47	33
	15%	20% cd	17% d	15%	11%	18% h	16% h	15%	11%	18% l	16% l	15%	10%	17% p	17% p	15%	11%
Always used them/ historical reasons	364	118	265	52	48	168	294	33	37	180	299	31	35	151	222	50	51
	13%	17% cd	16% cd	11%	8%	17% gh	15% gh	9%	8%	17% kl	15% kl	9%	8%	11%	11%	16% mn	17% mn
Reliable service	352	102	242	48	62	141	267	46	39	150	274	39	39	178	256	40	34
	13%	14% cd	15% cd	10%	10%	14% h	14% h	13%	8%	14% l	14% l	11%	9%	13%	13%	13%	11%
Well-known and trusted brand	301	104	218	30	53	130	235	30	35	140	238	28	35	156	210	40	29
	11%	15% cd	13% cd	6%	8%	13% gh	12% h	9%	8%	13% kl	12% l	8%	8%	12%	10%	13%	9%
To get a better broadband service	238	49	105	55	77	62	132	37	68	69	134	39	65	142	201	14	21
	9%	7%	6%	11% ab	12% ab	6%	7%	10% ef	14% ef	6%	7%	11% ij	15% ij	10% o	10% o	5%	7%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

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**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Quality of customer service	198	64	133	37	29	85	148	27	22	90	151	25	22	108	148	25	15
	7%	9%	8%	8%	5%	8%	8%	8%	5%	8%	8%	7%	5%	8%	7%	8%	5%
		d	d			h											
Friends and family use them	147	43	81	28	38	50	98	18	30	56	99	19	29	90	120	12	8
	5%	6%	5%	6%	6%	5%	5%	5%	6%	5%	5%	6%	7%	7%	6%	4%	3%
														p	p		
To get a better TV service	97	11	56	19	21	30	70	13	13	30	70	13	13	52	80	10	4
	3%	2%	3%	4%	3%	3%	4%	4%	3%	3%	3%	4%	3%	4%	4%	3%	1%
			a	a	a										p		
Quality of line/ calls	91	23	65	12	14	37	73	6	12	41	75	5	12	53	69	8	9
	3%	3%	4%	3%	2%	4%	4%	2%	3%	4%	4%	1%	3%	4%	3%	3%	3%
Unlimited weekend/ evening calls to UK landlines	81	35	70	7	3	40	72	6	3	43	73	5	3	39	66	8	1
	3%	5%	4%	2%	*%	4%	4%	2%	1%	4%	4%	1%	1%	3%	3%	2%	*%
		cd	cd			h	h			kl	l			p	p		
There was no choice/ lack of providers in the area	77	13	40	14	23	24	50	7	21	25	50	7	21	33	55	8	10
	3%	2%	2%	3%	4%	2%	3%	2%	4%	2%	2%	2%	5%	2%	3%	3%	3%
													ij				
Provided free as part of a bundled package	65	21	41	12	11	25	50	10	5	26	52	8	5	39	58	2	2
	2%	3%	2%	3%	2%	3%	3%	3%	1%	2%	3%	2%	1%	3%	3%	1%	1%
														o	o		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Price of calls to mobile phones	62	21	49	9	5	33	51	6	5	34	55	3	3	35	53	4	4
	2%	3%	3%	2%	1%	3%	3%	2%	1%	3%	3%	1%	1%	3%	3%	1%	1%
		d	d			h				l	l						
Unlimited calls anytime to UK landlines	56	31	51	5	-	35	53	4	-	35	55	1	-	23	40	7	4
	2%	4%	3%	1%	-%	3%	3%	1%	-%	3%	3%	1%	-%	2%	2%	2%	1%
		cd	cd	d		gh	h			kl	kl						
Other suppliers are more expensive	51	15	31	10	10	21	38	7	6	22	38	7	6	32	43	3	3
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%
Price of international calls	46	20	37	9	-	22	43	3	-	23	43	3	-	24	36	4	3
	2%	3%	2%	2%	-%	2%	2%	1%	-%	2%	2%	1%	-%	2%	2%	1%	1%
		d	d	d		h	h			l	l						
Other suppliers have worse customer service	35	15	27	4	4	22	27	5	4	23	29	2	4	16	26	1	4
	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Other reasons	63	12	37	13	12	22	44	10	8	23	46	9	8	16	35	13	10
	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	2%	1%	2%	4%	3%
																mn	m
<b>SUMMARY</b>																	
DEAL/ PRICE/ INCLUSIVE CALLS	1567	437	949	268	350	588	1098	210	258	631	1128	198	241	843	1201	149	141
	56%	62%	57%	56%	55%	58%	56%	59%	55%	58%	56%	58%	54%	62%	60%	47%	46%
		bd												op	op		
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
SERVICE QUALITY/ TRUSTED/ RECOMMENDED	881	257	602	126	154	348	672	97	113	375	685	88	108	410	593	105	110
	32%	36%	36%	26%	24%	35%	34%	27%	24%	35%	34%	26%	24%	30%	30%	33%	36%
		cd	cd			gh	gh			kl	kl						n
BUNDLED WITH OTHER SERVICE/S	764	161	406	162	196	245	498	107	158	264	508	108	147	426	602	79	66
	27%	23%	24%	34%	31%	24%	25%	30%	34%	24%	25%	32%	33%	32%	30%	25%	22%
				ab	ab				ef			ij	ij	op	p		
QUALITY OF CUSTOMER SERVICE	228	76	155	40	33	101	170	32	26	108	175	27	26	119	169	26	19
	8%	11%	9%	8%	5%	10%	9%	9%	6%	10%	9%	8%	6%	9%	8%	8%	6%
		d	d			h				l							
AVAILABILITY	77	13	40	14	23	24	50	7	21	25	50	7	21	33	55	8	10
	3%	2%	2%	3%	4%	2%	3%	2%	4%	2%	2%	2%	5%	2%	3%	3%	3%
													ij				

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Good/ better deal overall	1267	428	626	348	471	170	240	108	387	689	39	768	240	259	134	53
	46%	49%	47%	43%	44%	44%	49%	42%	46%	49%	34%	47%	38%	51%	49%	53%
		cd	c				j		j	j		l		l		
Paid for as part of a bundled package	456	156	242	111	159	55	66	31	109	252	14	312	82	61	49	21
	16%	18%	18%	14%	15%	14%	13%	12%	13%	18%	12%	19%	13%	12%	18%	21%
		c	cd							fgh		lm				
Price of overall calls package	426	129	198	123	164	65	94	50	159	232	10	270	79	77	41	21
	15%	15%	15%	15%	15%	17%	19%	19%	19%	17%	8%	16%	12%	15%	15%	21%
							j	j	j	j		l				
Always used them/ historical reasons	364	77	123	162	196	45	89	46	152	131	14	161	151	52	25	12
	13%	9%	9%	20%	18%	12%	18%	18%	18%	9%	12%	10%	24%	10%	9%	12%
				abe	abe		i	i	i				km			
Reliable service	352	81	136	121	165	50	81	30	122	168	19	217	91	44	32	12
	13%	9%	10%	15%	15%	13%	16%	12%	15%	12%	16%	13%	14%	9%	12%	12%
				ab	ab		i					m	m			
Well-known and trusted brand	301	57	104	123	155	42	83	25	123	138	9	173	83	45	25	17
	11%	7%	8%	15%	14%	11%	17%	10%	15%	10%	8%	11%	13%	9%	9%	18%
				ab	ab	a	gij		i				m			n
To get a better broadband service	238	109	154	45	62	22	27	8	41	165	8	171	20	47	39	18
	9%	12%	12%	6%	6%	6%	5%	3%	5%	12%	7%	10%	3%	9%	14%	18%
		cde	cde							fgh		l		l		
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Quality of customer service	198 7%	52 6%	92 7%	63 8%	77 7%	29 7%	44 9% g	10 4%	59 7%	105 8%	9 8%	112 7%	47 7%	40 8%	23 8%	11 11%
Friends and family use them	147 5%	42 5%	63 5%	42 5%	61 6%	23 6%	35 7%	13 5%	53 6%	80 6%	3 2%	95 6% l	22 3%	30 6%	10 4%	10 10% n
To get a better TV service	97 3%	30 3%	50 4%	20 2%	25 2%	21 6% cd	15 3%	10 4%	26 3%	56 4%	- -%	68 4% l	13 2%	15 3%	7 2%	7 7%
Quality of line/ calls	91 3%	25 3%	37 3%	27 3%	42 4%	12 3%	21 4%	8 3%	32 4%	48 3%	5 4%	56 3%	19 3%	16 3%	13 5%	7 7%
Unlimited weekend/ evening calls to UK landlines	81 3%	11 1%	24 2%	32 4% ab	45 4% ab	12 3% a	22 5% i	12 5%	35 4% i	35 3%	4 3%	53 3%	15 2%	12 2%	7 2%	7 7%
There was no choice/ lack of providers in the area	77 3%	26 3%	42 3%	20 2%	24 2%	12 3%	9 2%	10 4%	20 2%	40 3%	5 4%	43 3%	20 3%	14 3%	9 3%	2 2%
Provided free as part of a bundled package	65 2%	21 2%	35 3%	13 2%	19 2%	10 3%	7 1%	7 3%	15 2%	37 3%	1 1%	47 3% l	5 1%	12 2% l	10 4%	1 1%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
		STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'D	RUN FROM HOME
	Total	AGREE	AGREE	DISAGREE	TOTAL DISAGREE											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Price of calls to mobile phones	62	12	30	16	25	7	18	4	23	29	3	40	10	12	6	2
	2%	1%	2%	2%	2%	2%	4%	1%	3%	2%	3%	2%	2%	2%	2%	2%
Unlimited calls anytime to UK landlines	56	4	12	25	34	11	24	6	31	21	2	38	11	7	5	2
	2%	*%	1%	3%	3%	3%	5%	2%	4%	1%	1%	2%	2%	1%	2%	2%
				ab	ab	ab	i		i							
Other suppliers are more expensive	51	22	29	10	20	3	13	2	17	29	1	36	5	11	4	6
	2%	3%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	1%	2%	2%	6%
												l		l		
Price of international calls	46	5	10	18	27	10	14	6	21	15	5	28	9	9	3	1
	2%	1%	1%	2%	2%	3%	3%	2%	2%	1%	4%	2%	1%	2%	1%	1%
				ab	ab	ab	i		i		i					
Other suppliers have worse customer service	35	13	16	12	15	4	10	3	15	14	2	27	4	4	3	2
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%
Other reasons	63	16	30	16	25	8	2	5	9	21	3	31	20	12	7	*
	2%	2%	2%	2%	2%	2%	*%	2%	1%	1%	2%	2%	3%	2%	2%	*%
							f	f			f					

**SUMMARY**

DEAL/ PRICE/ INCLUSIVE CALLS

1567	514	760	428	585	223	294	142	485	852	54	967	291	309	156	67
56%	59%	58%	52%	54%	58%	60%	55%	58%	61%	47%	59%	46%	61%	57%	67%
	c	c				j		j	j		l		l		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 22**

**Q11. What were the main reasons for choosing (LANDLINE SUPPER) as your current landline provider? What other reasons? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
SERVICE QUALITY/ TRUSTED/ RECOMMENDED	881	207	340	327	424	117	192	89	314	395	40	465	276	140	77	31
	32%	24%	26%	40%	39%	30%	39%	35%	38%	28%	34%	28%	44%	27%	28%	32%
				abe	abe	a	i		i				km			
BUNDLED WITH OTHER SERVICE/S	764	283	431	172	240	92	97	49	166	453	22	519	116	128	91	38
	27%	32%	33%	21%	22%	24%	20%	19%	20%	32%	19%	32%	18%	25%	33%	38%
		cde	cde							fg hj		lm		l		
QUALITY OF CUSTOMER SERVICE	228	64	106	73	90	31	52	13	72	117	9	135	51	43	25	13
	8%	7%	8%	9%	8%	8%	11%	5%	9%	8%	8%	8%	8%	8%	9%	13%
							g									
AVAILABILITY	77	26	42	20	24	12	9	10	20	40	5	43	20	14	9	2
	3%	3%	3%	2%	2%	3%	2%	4%	2%	3%	4%	3%	3%	3%	3%	2%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Every day	709 25%	357 26%	351 25%	39 15%	72 13%	91 20%	112 22%	125 33%	139 42%	130 45%	164 16%	269 43%	229 29%	176 23%	145 23%	158 26%	82 25%	76 26%
						d	dj	cdefj	cdefgj	cdefgj		cdefgj	mn					
Every couple of days	394 14%	202 15%	192 14%	24 9%	52 9%	63 13%	62 12%	69 18%	62 18%	63 22%	115 11%	125 20%	121 15%	92 12%	87 14%	95 15%	50 15%	45 15%
								cdj	cdj	cdefj		cdefj						
Several times a week	295 11%	145 11%	150 11%	19 7%	35 6%	28 6%	74 15%	44 12%	48 14%	47 16%	63 6%	95 15%	87 11%	81 11%	65 11%	61 10%	26 8%	34 12%
							cdej	dej	cdej	cdej		cdej						
Weekly	269 10%	121 9%	149 10%	23 9%	52 9%	49 11%	55 11%	37 10%	30 9%	23 8%	101 10%	53 9%	64 8%	84 11%	58 9%	63 10%	34 10%	28 10%
Every fortnight/ couple of weeks	135 5%	73 5%	62 4%	6 3%	22 4%	30 6%	29 6%	18 5%	19 6%	10 4%	51 5%	29 5%	40 5%	41 5%	29 5%	23 4%	11 3%	12 4%
Monthly	93 3%	42 3%	52 4%	6 2%	19 3%	20 4%	24 5%	15 4%	7 2%	2 1%	39 4%	9 1%	31 4%	26 3%	21 3%	15 2%	9 3%	6 2%
					ik	ik	hik	ik			ik							
Less often	255 9%	124 9%	131 9%	26 10%	63 11%	53 11%	54 11%	34 9%	17 5%	8 3%	116 11%	25 4%	68 9%	67 9%	66 11%	53 9%	33 10%	20 7%
				hik	hik	hik	hik	hik			hik							
Never make calls from the landline	623 22%	293 22%	330 23%	111 44%	236 43%	128 27%	96 19%	36 9%	11 3%	5 2%	364 36%	16 3%	144 18%	182 24%	146 24%	151 24%	82 25%	69 24%
				efghijk	efghijk	efghik	ghik	hik			efghik			l	l	l	l	
Don't know	11 *%	8 1%	3 *%	- -%	3 1%	4 1%	1 *%	1 *%	* *%	- -%	8 1%	* *%	3 *%	6 1%	1 *%	- -%	- -%	- -%
						k								o				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
SUMMARY																			
WEEKLY	1667	825	842	104	211	231	303	275	280	262	443	542	501	434	355	376	192	183	
	60%	60%	59%	41%	38%	49%	60%	72%	84%	91%	43%	87%	64%	57%	57%	61%	59%	63%	
						dj	cdej	cdefj	cdefgj	cdefghj		cdefgj	mn						
LESS OFTEN THAN WEEKLY	483	238	244	38	103	103	106	68	43	20	206	63	139	134	117	92	54	38	
	17%	17%	17%	15%	19%	22%	21%	18%	13%	7%	20%	10%	18%	18%	19%	15%	16%	13%	
				i	hik	hik	hik	ik	i		hik				q				
NEVER	623	293	330	111	236	128	96	36	11	5	364	16	144	182	146	151	82	69	
	22%	22%	23%	44%	43%	27%	19%	9%	3%	2%	36%	3%	18%	24%	24%	24%	25%	24%	
				efghijk	efghijk	fghik	ghik	hik			efghik			l	l	l	l		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Every day	709 25%	213 46% bcd	337 20%	56 36% bd	102 22%	122 25%	105 26%	86 22%	63 21%	53 22%	279 29% ghi	571 24%	38 28%	86 38% klm	14 16%	593 25%	116 30%
Every couple of days	394 14%	87 19% bd	213 13%	38 24% bd	57 12%	72 15%	50 12%	62 16%	45 14%	34 14%	133 14%	337 14%	21 15%	29 13%	8 9%	330 14%	64 16%
Several times a week	295 11%	66 14% bd	168 10%	29 18% bd	32 7%	53 11%	48 12%	40 10%	36 12%	19 8%	99 10%	254 11% n	19 14% n	20 9%	2 3%	245 10%	50 13%
Weekly	269 10%	41 9%	165 10%	12 8%	50 11%	45 9%	34 8%	46 12%	38 12% j	29 12%	77 8%	239 10%	11 8%	15 7%	4 5%	235 10%	35 9%
Every fortnight/ couple of weeks	135 5%	24 5%	87 5%	5 3%	18 4%	26 5%	21 5%	29 7% j	12 4%	13 5%	35 4%	116 5%	6 4%	7 3%	5 6%	118 5%	16 4%
Monthly	93 3%	7 1%	71 4% a	2 2%	13 3%	14 3%	9 2%	22 5% fj	14 5%	11 4%	24 3%	86 4%	6 4%	2 1%	- -%	78 3%	16 4%
Less often	255 9%	20 4%	181 11% ac	5 3%	48 10% ac	37 8%	47 12% eg	26 6%	34 11%	22 9%	90 9%	217 9%	9 6%	19 9%	9 11%	229 10%	25 6%
Never make calls from the landline	623 22%	8 2%	464 27% ac	8 5% a	143 31% ac	120 24%	86 21%	87 22%	66 21%	61 25%	204 21%	510 22%	29 21%	45 20%	39 47% klm	559 23% p	64 16%
Don't know	11 *%	* *%	11 1%	- -%	- -%	- -%	2 *%	1 *%	* *%	1 *%	7 1%	8 *%	- -%	- -%	3 3% klm	7 *%	4 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422	
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328	
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390	
SUMMARY																		
WEEKLY	1667	407	882	135	241	292	236	233	182	135	589	1400	90	149	28	1402	265	
	60%	87% bd	52%	87% bd	52%	60%	59%	59%	59%	56%	62%	60% n	65% n	67% n	33%	59%	68% o	
LESS OFTEN THAN WEEKLY	483	51	339	13	79	77	76	76	60	45	148	420	20	29	14	425	57	
	17%	11%	20% ac	8%	17% ac	16%	19%	19%	19%	19%	16%	18%	14%	13%	17%	18%	15%	
NEVER	623	8	464	8	143	120	86	87	66	61	204	510	29	45	39	559	64	
	22%	2%	27% ac	5% a	31% ac	24%	21%	22%	21%	25%	21%	22%	21%	20%	47% klm	23% p	16%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Every day	709 25%	706 26% dfh	709 25%	652 25%	587 24%	62 27%	593 24%	380 24%	241 22%	122 39% jlm	587 24%	57 36% jlm	652 25%	564 24%	87 39% jlm	22 32%	34 39% jlm
Every couple of days	394 14%	392 15% h	394 14% h	354 13%	325 13%	34 15%	329 13%	204 13%	123 11%	69 22% jlm	325 13%	40 25% jlm	354 13%	307 13%	47 21% jlm	18 25% jlm	22 25% jlm
Several times a week	295 11%	293 11%	295 11%	267 10%	255 10%	34 15% h	258 10%	157 10%	92 9%	40 13%	255 10%	28 17% jlmn	267 10%	246 10%	21 9% jlmn	9 13% jlmn	19 21% jlmn
Weekly	269 10%	265 10%	269 10%	261 10%	249 10%	22 10%	252 10%	164 10%	111 10%	20 6%	249 10% o	9 5%	261 10% o	248 10% no	13 6%	1 2%	7 8%
Every fortnight/ couple of weeks	135 5%	133 5%	135 5%	125 5%	123 5%	7 3%	124 5%	85 5%	56 5%	12 4%	123 5%	9 6%	125 5%	117 5%	8 3%	5 7%	4 4%
Monthly	93 3%	93 3%	93 3%	91 3%	87 4%	4 2%	87 3%	61 4%	47 4%	7 2%	87 4%	2 1%	91 3%	85 4%	6 3%	1 2%	1 1%
Less often	255 9%	251 9%	255 9%	248 9%	239 10%	18 8%	242 10%	165 10%	114 11%	16 5%	239 10% ikp	7 4%	248 9% ikp	233 10% ikp	15 6%	6 8%	1 1%
Never make calls from the landline	623 22%	532 20%	623 22% a	615 23% a	593 24% a	47 21%	599 24% a	348 22%	285 27% abg	30 10% p	593 24% iknop	8 5%	615 23% iknop	585 24% iknop	30 13% kp	8 11% p	- -%
Don't know	11 *%	10 *%	11 *%	11 *%	11 *%	2 1%	11 *%	6 *%	5 *%	- -%	11 *%	- -%	11 *%	11 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
<b>SUMMARY</b>																	
WEEKLY	1667	1656	1667	1534	1416	152	1433	905	567	251	1416	133	1534	1366	168	51	83
	60%	62%	60%	58%	57%	66%	57%	58%	53%	80%	57%	84%	58%	57%	74%	72%	93%
		cd fgh	h	h	h	cd fgh	h	h		jlm		jlmno			jlm	jlm	ijklmno
LESS OFTEN THAN WEEKLY	483	477	483	464	448	29	452	310	217	34	448	18	464	436	28	12	6
	17%	18%	17%	18%	18%	13%	18%	20%	20%	11%	18%	11%	18%	18%	12%	17%	7%
							e	e			ikp		ip	ikp			
NEVER	623	532	623	615	593	47	599	348	285	30	593	8	615	585	30	8	-
	22%	20%	22%	23%	24%	21%	24%	22%	27%	10%	24%	5%	23%	24%	13%	11%	-%
			a	a	a		a		abg	p	iknop		iknop	iknop	kp	p	

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Every day	709 25%	26 24%	559 24%	281 30% dgk	131 20%	23 25%	90 28% dg	110 20%	24 25%	13 34%	327 29% dgk	379 23%	36 38% dgk	82 24%	300 27%	382 26%	327 25%
Every couple of days	394 14%	20 18% b	301 13%	161 17% dgkl	73 11%	18 19% dgl	52 16% dl	62 11%	11 12%	9 22% l	190 17% dgkl	201 12%	5 5%	53 15%	183 16% p	236 16% p	158 12%
Several times a week	295 11%	15 14%	237 10%	115 12% dk	47 7%	11 12%	32 10%	63 11% d	8 8%	6 16%	135 12% d	159 10%	11 11%	24 7%	115 10%	139 9%	156 12% m
Weekly	269 10%	12 11%	237 10%	82 9%	71 11%	9 9%	24 8%	65 12%	8 8%	3 7%	99 9%	171 10%	8 9%	19 6%	136 12% mp	154 11% m	115 9%
Every fortnight/ couple of weeks	135 5%	10 9% b	113 5%	45 5%	30 5%	1 1%	16 5%	36 7% e	3 3%	2 5%	48 4%	86 5%	2 2%	14 4%	58 5%	71 5%	63 5%
Monthly	93 3%	5 5%	82 3%	27 3%	21 3%	4 4%	12 4%	20 4%	5 6%	* 1%	36 3%	57 3%	3 3%	8 2%	40 4%	48 3%	46 3%
Less often	255 9%	12 11%	226 10%	71 8%	66 10%	4 4%	22 7%	66 12% ce fj	16 17% ce fj k	2 5%	91 8%	164 10%	8 9%	30 9%	106 9%	136 9%	118 9%
Never make calls from the landline	623 22%	7 7%	582 25% a	142 15%	212 32% cfghijkl	23 25% c	69 22% c	126 23% cj	20 21%	4 11%	185 17%	433 26% cij	20 21%	114 33% nop	182 16%	295 20% n	328 25% no
Don't know	11 *%	2 1% b	9 *%	2 *%	1 *%	- -%	3 1% j	3 1%	- -%	- -%	2 *%	9 1%	2 2% cdj	2 1%	5 *%	7 *%	4 *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
<b>SUMMARY</b>																	
WEEKLY	1667	73	1334	640	322	61	197	299	50	31	750	910	60	177	734	911	756
	60%	67%	57%	69%	49%	66%	62%	54%	53%	79%	67%	55%	63%	51%	65%	62%	57%
		b		dfghk		dk	dk			dfghk	dghk	d	d		mp	mp	
LESS OFTEN THAN WEEKLY	483	26	421	143	117	8	51	122	24	4	175	307	14	52	203	255	227
	17%	25%	18%	15%	18%	9%	16%	22%	25%	10%	16%	19%	14%	15%	18%	17%	17%
		b					cej	cej			e						
NEVER	623	7	582	142	212	23	69	126	20	4	185	433	20	114	182	295	328
	22%	7%	25%	15%	32%	25%	22%	23%	21%	11%	17%	26%	21%	33%	16%	20%	25%
			a		cfghijkl	c	c	cj			cij			nop		n	no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Every day	709	709	709	-	-	631	705	1	2	709	709	-	-	272	436	111	104
	25%	100%	42%	-%	-%	63%	36%	*%	*%	65%	35%	-%	-%	20%	22%	35%	34%
		bcd	cd			fgh	gh			jkl	kl				mn	mn	
Every couple of days	394	-	394	-	-	156	389	5	-	156	394	-	-	133	262	47	45
	14%	-%	24%	-%	-%	16%	20%	1%	-%	14%	20%	-%	-%	10%	13%	15%	15%
			acd			gh	egh	h		kl	ikl				m	m	m
Several times a week	295	-	295	-	-	78	287	6	2	78	295	-	-	81	178	43	46
	11%	-%	18%	-%	-%	8%	15%	2%	*%	7%	15%	-%	-%	6%	9%	13%	15%
			acd			gh	egh			kl	ikl				m	mn	mn
Weekly	269	-	269	-	-	45	242	26	2	45	269	-	-	125	210	31	20
	10%	-%	16%	-%	-%	5%	12%	7%	*%	4%	13%	-%	-%	9%	10%	10%	7%
			acd			h	egh	h		kl	ikl				p		
Every fortnight/ couple of weeks	135	-	-	135	-	25	79	50	6	25	79	56	-	75	102	21	2
	5%	-%	-%	28%	-%	2%	4%	14%	1%	2%	4%	16%	-%	6%	5%	7%	1%
				abd			eh	efh		l	il	ijl		p	p	p	
Monthly	93	-	-	93	-	10	52	40	1	10	52	42	-	49	75	14	3
	3%	-%	-%	19%	-%	1%	3%	11%	*%	1%	3%	12%	-%	4%	4%	4%	1%
				abd			eh	efh			il	ijl		p	p	p	
Less often	255	-	-	255	-	39	95	146	14	39	95	160	-	164	202	37	9
	9%	-%	-%	53%	-%	4%	5%	41%	3%	4%	5%	47%	-%	12%	10%	12%	3%
				abd				efh		l	l	ijl		p	p	p	
Never make calls from the landline	623	-	-	-	623	22	107	81	436	22	107	81	436	446	528	14	73
	22%	-%	-%	-%	98%	2%	5%	23%	93%	2%	5%	24%	98%	33%	26%	4%	24%
				abc			e	ef	efg		i	ij	ijk	nop	o		o

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Don't know	11	-	-	-	11	2	2	1	8	2	2	1	8	9	9	-	2
	%	-%	-%	-%	2%	%	%	%	2%	%	%	%	2%	1%	%	-%	1%
					abc				ef				ij				
<b>SUMMARY</b>																	
WEEKLY	1667	709	1667	-	-	910	1624	38	5	988	1667	-	-	610	1087	232	216
	60%	100%	100%	-%	-%	90%	83%	11%	1%	91%	83%	-%	-%	45%	54%	73%	71%
		cd	cd			fgh	gh	h		jkl	kl				m	mn	mn
LESS OFTEN THAN WEEKLY	483	-	-	483	-	73	225	236	21	73	225	257	-	287	379	71	14
	17%	-%	-%	100%	-%	7%	11%	66%	4%	7%	11%	76%	-%	21%	19%	22%	5%
				abd			eh	efh		l	il	ijl		p	p	p	
NEVER	623	-	-	-	623	22	107	81	436	22	107	81	436	446	528	14	73
	22%	-%	-%	-%	98%	2%	5%	23%	93%	2%	5%	24%	98%	33%	26%	4%	24%
					abc		e	ef	efg		i	ij	ijk	nop	o		o

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE	DISAGREE	DK										RETIRED	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Every day	709	61	137	405	493	79	285	70	374	162	48	309	271	128	71	32
	25%	7%	10%	50%	46%	20%	58%	27%	45%	12%	42%	19%	43%	25%	26%	32%
			a	abe	abe	ab	ghij	i	gi		gi		km	k		
Every couple of days	394	42	110	172	219	66	96	60	175	124	25	215	125	54	34	14
	14%	5%	8%	21%	20%	17%	20%	24%	21%	9%	22%	13%	20%	11%	12%	15%
			a	ab	ab	ab	i	i	i		i		km			
Several times a week	295	37	87	120	154	54	58	31	97	98	22	153	96	46	21	9
	11%	4%	7%	15%	14%	14%	12%	12%	12%	7%	19%	9%	15%	9%	7%	9%
			a	ab	ab	ab	i	i	i		hi		km			
Weekly	269	64	131	54	91	47	25	31	70	128	7	169	52	48	25	15
	10%	7%	10%	7%	8%	12%	5%	12%	8%	9%	6%	10%	8%	9%	9%	15%
			c			acd		f	f	f						
Every fortnight/ couple of weeks	135	48	81	16	37	17	13	22	42	76	2	73	31	31	10	3
	5%	5%	6%	2%	3%	4%	3%	9%	5%	5%	2%	4%	5%	6%	4%	3%
		cd	cd			c		fhj		f						
Monthly	93	39	63	9	13	17	2	10	18	65	3	72	12	9	14	3
	3%	4%	5%	1%	1%	4%	0%	4%	2%	5%	3%	4%	2%	2%	5%	3%
		cd	cd			cd		f	f	fh	f	lm				
Less often	255	111	178	15	34	42	6	11	29	194	4	175	25	55	35	9
	9%	13%	13%	2%	3%	11%	1%	4%	4%	14%	3%	11%	4%	11%	13%	9%
		cd	cd			cd		f	f	fghj		l		l		
Never make calls from the landline	623	473	527	23	36	61	4	22	28	541	4	467	19	138	66	15
	22%	54%	40%	3%	3%	16%	1%	9%	3%	39%	3%	28%	3%	27%	24%	15%
		bcd	cde			cd		fh	f	fghj		l		l		
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 23**

**Q12. SHOWCARD** Approximately how often do you or anyone else in your household make calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			AGREE	DISAGREE												
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Don't know	11	3	6	2	2	3	-	-	-	9	-	11	*	-	2	-
	*%	*%	*%	*%	*%	1%	-%	-%	-%	1%h	-%	1%	*%	-%	1%	-%
SUMMARY																
WEEKLY	1667	205	464	752	957	246	465	192	716	513	102	846	544	276	150	70
	60%	23%	35%a	92%abde	89%abe	64%ab	95%ghij	75%i	86%gi	37%	89%gi	52%	86%km	54%	54%	70%n
LESS OFTEN THAN WEEKLY	483	198	322	40	84	77	22	43	89	335	9	319	68	95	59	14
	17%	22%cd	24%cd	5%	8%c	20%cd	5%fhj	17%fhj	11%f	24%fghj	8%l	19%l	11%l	19%l	21%	14%
NEVER	623	473	527	23	36	61	4	22	28	541	4	467	19	138	66	15
	22%	54%bcde	40%cde	3%	3%	16%cd	1%fh	9%fh	3%f	39%fghj	3%l	28%l	3%l	27%l	24%	15%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Every day	1007 36%	527 39% b	481 34%	57 22%	104 19%	147 32% cdj	162 32% cdj	182 48% cdefj	187 56% cdefgj	169 59% cdefgj	251 25% d	355 57% cdefgj	302 38%	255 34%	220 36%	229 37%	113 34%	116 40%
Every couple of days	448 16%	211 15%	237 17%	35 14%	71 13%	61 13%	102 20% dej	61 16%	63 19% dej	54 19% dej	132 13%	117 19% dej	125 16%	109 14%	106 17%	108 17%	62 19%	46 16%
Several times a week	298 11%	135 10%	164 12%	18 7%	37 7%	42 9%	76 15% cdej	51 13% cdj	39 12% dj	36 12% dj	79 8%	74 12% dj	81 10%	83 11%	62 10%	73 12%	33 10%	40 14%
Weekly	204 7%	97 7%	108 8%	17 7%	34 6%	48 10% dhik	41 8%	31 8%	17 5%	16 6%	82 8%	33 5%	62 8%	67 9% oq	39 6%	35 6%	21 6%	14 5%
Every fortnight/ couple of weeks	93 3%	48 4%	45 3%	6 2%	21 4%	24 5% ik	16 3%	11 3%	10 3%	5 2%	45 4%	15 2%	32 4% q	28 4%	19 3%	14 2%	9 3%	4 1%
Monthly	67 2%	32 2%	35 2%	4 1%	22 4% hik	12 3% k	16 3% ik	8 2%	4 1%	2 1%	33 3% ik	6 1%	21 3%	21 3%	11 2%	13 2%	8 3%	5 2%
Less often	196 7%	87 6%	109 8%	19 7% hik	61 11% fghik	51 11% fghik	31 6% hik	19 5% ik	10 3%	5 2%	112 11% fghik	15 2%	58 7%	54 7%	45 7%	38 6%	21 6%	18 6%
Never receive calls from the landline	453 16%	220 16%	233 16%	97 38% efghijk	195 35% efghijk	78 17% fghik	60 12% ghik	16 4% hik	4 1%	2 1%	273 27% efghik	6 1%	103 13%	132 17% l	113 18% l	105 17%	61 19% l	44 15%
Don't know	17 1%	9 1%	8 1%	1 *% hik	9 2% hik	3 1% k	2 *% hik	1 *% hik	- -%	- -%	13 1% hk	- -%	3 *%	7 1%	3 1%	4 1%	1 *%	3 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
<b>SUMMARY</b>																		
WEEKLY	1958	969	989	127	246	299	380	325	306	275	545	581	571	514	427	444	228	216
	70%	71%	70%	50%	44%	64%	75%	86%	91%	96%	53%	93%	72%	68%	69%	72%	69%	75%
						cdj	cdej	cdefj	cdefgj	cdefghj	d	cdefgj						m
LESS OFTEN THAN WEEKLY	356	166	190	29	103	87	64	37	25	11	190	36	111	103	76	65	38	27
	13%	12%	13%	11%	19%	19%	13%	10%	7%	4%	19%	6%	14%	14%	12%	11%	12%	9%
				ik	cfghik	cfghik	hik	ik			cfghik		q					
NEVER	453	220	233	97	195	78	60	16	4	2	273	6	103	132	113	105	61	44
	16%	16%	16%	38%	35%	17%	12%	4%	1%	1%	27%	1%	13%	17%	18%	17%	19%	15%
				efghijk	efghijk	fghik	ghik	hik			efghik			l	l		l	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i		ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%	Total																
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Every day	1007	278	499	77	152	184	151	139	100	76	357	826	61	103	17	845	163
	36%	60% bcd	29%	50% bd	33%	38%	38%	35%	33%	31%	38%	35% n	44% kn	46% kn	20%	35%	42% o
Every couple of days	448	78	262	39	69	73	65	65	48	40	157	390	25	27	7	385	63
	16%	17%	15%	25% abd	15%	15%	16%	16%	15%	16%	17%	17%	18%	12%	8%	16%	16%
Several times a week	298	49	177	25	47	57	41	46	36	20	98	254	13	23	8	259	39
	11%	11%	10%	16% bd	10%	12%	10%	12%	12%	8%	10%	11%	10%	10%	9%	11%	10%
Weekly	204	29	139	4	31	28	28	38	31	22	59	180	7	14	2	173	31
	7%	6%	8% c	3%	7%	6%	7%	9%	10% ej	9%	6%	8%	5%	6%	3%	7%	8%
Every fortnight/ couple of weeks	93	13	65	2	12	14	19	13	10	9	29	78	4	6	5	77	16
	3%	3%	4%	1%	2%	3%	5%	3%	3%	4%	3%	3%	3%	3%	6%	3%	4%
Monthly	67	5	49	1	12	10	12	10	10	8	17	59	4	4	*	61	6
	2%	1%	3% a	1%	3%	2%	3%	2%	3%	3%	2%	3%	3%	2%	*%	3%	2%
Less often	196	10	148	5	33	31	27	21	25	17	76	163	5	15	13	176	20
	7%	2%	9% ac	3%	7% a	6%	7%	5%	8%	7%	8%	7%	4%	7%	15% kl	7%	5%
Never receive calls from the landline	453	3	344	2	103	92	53	64	49	48	146	372	20	31	31	404	49
	16%	1%	20% ac	1%	22% ac	19% f	13%	16%	16%	20% f	15%	16%	14%	14%	37% klm	17% p	13%
Don't know	17	-	13	-	4	1	4	2	-	1	9	15	1	-	1	14	3
	1%	-%	1%	-%	1% a	*%	1%	1%	-%	*%	1%	1%	*%	-%	2%	1%	1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422	
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328	
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390	
SUMMARY																		
WEEKLY	1958	435	1077	145	299	341	285	288	215	158	671	1651	106	167	34	1662	296	
	70%	93% bd	64%	93% bd	64%	70%	71%	72%	70%	65%	71%	71% n	76% n	75% n	40%	69%	76% o	
LESS OFTEN THAN WEEKLY	356	28	262	8	57	55	57	43	44	35	122	301	13	24	18	314	42	
	13%	6%	15% ac	5%	12% ac	11%	14%	11%	14%	14%	13%	13%	9%	11%	21% l	13%	11%	
NEVER	453	3	344	2	103	92	53	64	49	48	146	372	20	31	31	404	49	
	16%	1%	20% ac	1%	22% ac	19% f	13%	16%	16%	20% f	15%	16%	14%	14%	37% klm	17% p	13%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Every day	1007	1002	1007	925	852	87	864	563	356	156	852	82	925	816	110	36	46
	36%	37%	36%	35%	35%	38%	35%	36%	33%	49%	35%	51%	35%	34%	48%	51%	52%
		dh								jlm		jlm			jlm	jlm	jlm
Every couple of days	448	447	448	417	389	39	392	247	157	59	389	31	417	378	39	11	20
	16%	17%	16%	16%	16%	17%	16%	16%	15%	19%	16%	19%	16%	16%	17%	16%	22%
Several times a week	298	293	298	277	262	35	265	174	98	36	262	22	277	254	23	8	14
	11%	11%	11%	11%	11%	15%	11%	11%	9%	12%	11%	14%	11%	11%	10%	12%	15%
						h											
Weekly	204	201	204	196	188	11	188	117	87	16	188	8	196	184	12	4	4
	7%	8%	7%	7%	8%	5%	8%	7%	8%	5%	8%	5%	7%	8%	5%	5%	5%
Every fortnight/ couple of weeks	93	93	93	87	83	9	85	56	37	10	83	6	87	80	7	3	3
	3%	3%	3%	3%	3%	4%	3%	4%	3%	3%	3%	4%	3%	3%	3%	4%	4%
Monthly	67	67	67	65	66	6	66	39	33	1	66	2	65	65	-	1	1
	2%	3%	2%	2%	3%	3%	3%	2%	3%	*	3%	1%	2%	3%	-	1%	1%
											in		in	in			
Less often	196	193	196	191	184	15	187	123	93	12	184	5	191	180	11	4	1
	7%	7%	7%	7%	7%	6%	7%	8%	9%	4%	7%	3%	7%	8%	5%	6%	1%
											ip		ip	ip			
Never receive calls from the landline	453	365	453	449	427	26	433	245	208	25	427	4	449	424	25	4	-
	16%	14%	16%	17%	17%	11%	17%	16%	19%	8%	17%	2%	17%	18%	11%	5%	-
			a	ae	ae		ae		abeg	kp	iknop		iknop	iknop	kp		
Don't know	17	13	17	17	17	2	17	7	4	-	17	-	17	17	-	-	-
	1%	1%	1%	1%	1%	1%	1%	*	*	-	1%	-	1%	1%	-	-	-
Columns Tested:	a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
<b>SUMMARY</b>																	
WEEKLY	1958	1943	1958	1816	1691	172	1709	1100	698	267	1691	143	1816	1632	184	59	83
	70%	73%	70%	69%	69%	75%	68%	70%	65%	85%	69%	89%	69%	68%	81%	84%	94%
		cdh	h	h		h		h		ilm		ijlmn			ilm	ijlm	ijlmno
LESS OFTEN THAN WEEKLY	356	353	356	343	333	30	337	218	163	23	333	13	343	325	17	8	5
	13%	13%	13%	13%	13%	13%	14%	14%	15%	7%	13%	8%	13%	14%	8%	11%	6%
											in		in	in			
NEVER	453	365	453	449	427	26	433	245	208	25	427	4	449	424	25	4	-
	16%	14%	16%	17%	17%	11%	17%	16%	19%	8%	17%	2%	17%	18%	11%	5%	-%
			a	ae	ae		ae		abeg	kp	iknop		iknop	iknop	kp		

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Every day	1007	41	808	390	185	35	116	185	38	16	463	542	39	120	433	553	454
	36%	38%	34%	42% dgk	28%	38%	36% d	34%	41% d	41%	42% dgk	33%	41% d	35%	39%	38%	35%
Every couple of days	448	23	359	165	89	14	59	91	9	7	188	256	9	47	191	238	210
	16%	22% b	15%	18%	14%	16%	18%	17%	10%	19%	17%	15%	9%	14%	17%	16%	16%
Several times a week	298	15	246	104	58	11	42	55	8	7	122	175	13	32	124	156	143
	11%	14%	10%	11%	9%	12%	13%	10%	8%	18%	11%	11%	13%	9%	11%	11%	11%
Weekly	204	9	179	64	54	3	16	45	12	2	79	124	8	23	97	119	85
	7%	8%	8%	7%	8%	3%	5%	8%	13% ef	5%	7%	7%	9%	7%	9%	8%	6%
Every fortnight/ couple of weeks	93	7	76	28	27	-	12	17	6	3	33	60	1	6	47	53	40
	3%	6% b	3%	3%	4%	-%	4%	3%	6% e	7% e	3%	4%	1%	2%	4%	4%	3%
Monthly	67	2	63	14	22	3	5	17	1	1	19	48	2	5	35	41	26
	2%	2%	3%	2%	3% cj	4%	2%	3%	1%	2%	2%	3% c	3%	2%	3%	3%	2%
Less often	196	4	180	53	69	8	16	35	6	-	68	128	8	30	75	105	91
	7%	4%	8% a	6%	11% cfgijk	9%	5%	6%	7%	-%	6%	8%	8%	9%	7%	7%	7%
Never receive calls from the landline	453	6	418	107	140	16	52	102	13	4	136	314	14	80	116	196	256
	16%	6%	18% a	12%	22% cj	18%	16% c	19% cj	14%	9%	12%	19% cj	14%	23% no	10%	13% n	19% no
Don't know	17	2	15	3	7	1	4	2	-	-	3	14	2	2	5	7	10
	1%	1%	1%	*%	1%	1%	1%	*%	-%	-%	*%	1%	2% cj	1%	*%	*%	1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
<b>SUMMARY</b>																	
WEEKLY	1958	87	1593	723	387	63	233	376	67	32	852	1097	69	221	844	1066	892
	70%	81%	68%	78%	59%	69%	73%	68%	72%	82%	77%	66%	72%	64%	75%	73%	68%
		b		dgk			dk	d	d	d	dgk	d	d		mp	mp	
LESS OFTEN THAN WEEKLY	356	13	319	95	118	12	33	70	13	3	120	236	11	42	158	199	157
	13%	12%	14%	10%	18%	13%	10%	13%	14%	9%	11%	14%	12%	12%	14%	14%	12%
				cfgjk								cj					
NEVER	453	6	418	107	140	16	52	102	13	4	136	314	14	80	116	196	256
	16%	6%	18%	12%	22%	18%	16%	19%	14%	9%	12%	19%	14%	23%	10%	13%	19%
			a		cj		c	cj				cj		no		n	no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Every day	1007	631	910	73	24	1007	1007	-	-	1007	1007	-	-	437	658	137	130
	36%	89%	55%	15%	4%	100%	51%	-%	-%	93%	50%	-%	-%	32%	33%	43%	43%
		bcd	cd	d		fgh	gh			jkl	kl				mn	mn	
Every couple of days	448	59	362	49	38	-	448	-	-	59	448	-	-	178	313	62	43
	16%	8%	22%	10%	6%	-%	23%	-%	-%	5%	22%	-%	-%	13%	16%	20%	14%
			acd	d			egh			kl	ikl				m		
Several times a week	298	12	239	44	15	-	298	-	-	12	298	-	-	96	216	30	31
	11%	2%	14%	9%	2%	-%	15%	-%	-%	1%	15%	-%	-%	7%	11%	9%	10%
			acd	ad			egh				ikl				m		
Weekly	204	3	113	59	32	-	204	-	-	3	204	-	-	94	152	28	16
	7%	1%	7%	12%	5%	-%	10%	-%	-%	1%	10%	-%	-%	7%	8%	9%	5%
			a	abd	a		egh				ikl						
Every fortnight/ couple of weeks	93	-	15	67	11	-	-	93	-	-	15	78	-	43	65	14	8
	3%	-%	1%	14%	2%	-%	-%	26%	-%	-%	1%	23%	-%	3%	3%	4%	3%
			a	abd	a			efh			i	ijl					
Monthly	67	1	10	48	9	-	-	67	-	1	10	57	-	37	59	5	2
	2%	1%	1%	10%	1%	-%	-%	19%	-%	1%	1%	17%	-%	3%	3%	1%	1%
				abd	a			efh				ijl		p	p		
Less often	196	1	13	121	62	-	-	196	-	1	13	183	-	129	152	31	8
	7%	1%	1%	25%	10%	-%	-%	55%	-%	1%	1%	54%	-%	10%	8%	10%	2%
				abd	ab			efh			i	ijl		p	p	p	
Never receive calls from the landline	453	1	4	16	433	-	-	-	453	1	4	16	433	326	374	9	66
	16%	1%	1%	3%	68%	-%	-%	-%	96%	1%	1%	5%	98%	24%	19%	3%	22%
				ab	abc			efg				ij	ijk	no	o		o

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Don't know	17	1	1	5	10	-	-	-	17	1	1	5	10	12	16	-	1
	1%	*%	*%	1%	2%	-%	-%	-%	4%	*%	*%	2%	2%	1%	1%	-%	*%
				ab	ab				efg			ij	ij				
<b>SUMMARY</b>																	
WEEKLY	1958	705	1624	225	109	1007	1958	-	-	1082	1958	-	-	806	1338	258	220
	70%	100%	97%	47%	17%	100%	100%	-%	-%	100%	98%	-%	-%	60%	67%	81%	72%
		bcd	cd	d		gh	gh			jkl	kl				m	mnp	m
LESS OFTEN THAN WEEKLY	356	1	38	236	82	-	-	356	-	1	38	318	-	208	276	50	17
	13%	*%	2%	49%	13%	-%	-%	100%	-%	*%	2%	94%	-%	15%	14%	16%	6%
			a	abd	ab			efh			il	ijl		p	p	p	
NEVER	453	1	4	16	433	-	-	-	453	1	4	16	433	326	374	9	66
	16%	*%	*%	3%	68%	-%	-%	-%	96%	*%	*%	5%	98%	24%	19%	3%	22%
				ab	abc				efg			ij	ijk	no	o		o

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Every day	1007	132	262	507	625	120	312	124	465	277	67	477	358	172	115	51
	36%	15%	20%	62%	58%	31%	63%	48%	56%	20%	58%	29%	57%	34%	42%	51%
			a	abe	abe	ab	ghi	i	gi		i		km			
Every couple of days	448	92	172	145	197	79	92	58	173	185	20	246	115	88	40	13
	16%	10%	13%	18%	18%	21%	19%	23%	21%	13%	17%	15%	18%	17%	14%	13%
				ab	ab	ab	i	i	i							
Several times a week	298	61	124	92	124	51	44	38	92	119	17	166	81	52	24	6
	11%	7%	9%	11%	12%	13%	9%	15%	11%	8%	14%	10%	13%	10%	9%	6%
				a	a	a		fi								
Weekly	204	72	115	37	58	32	25	16	50	120	5	143	34	28	19	12
	7%	8%	9%	5%	5%	8%	5%	6%	6%	9%	4%	9%	5%	5%	7%	13%
		cd	cd			c				fh		lm				
Every fortnight/ couple of weeks	93	31	55	9	20	18	9	5	17	59	3	60	17	16	7	1
	3%	4%	4%	1%	2%	5%	2%	2%	2%	4%	3%	4%	3%	3%	3%	1%
		cd	cd			cd				fh						
Monthly	67	26	47	4	11	9	3	6	12	52	1	54	6	8	5	3
	2%	3%	4%	1%	1%	2%	1%	2%	1%	4%	1%	3%	1%	1%	2%	3%
		cd	cd			c				fh		l				
Less often	196	100	148	8	19	29	4	7	15	164	2	142	14	40	23	7
	7%	11%	11%	1%	2%	7%	1%	3%	2%	12%	2%	9%	2%	8%	8%	7%
		cd	cd			cd				fghj		l		l		
Never receive calls from the landline	453	355	385	11	22	45	1	2	6	410	1	343	5	104	40	6
	16%	40%	29%	1%	2%	12%	1%	1%	1%	29%	1%	21%	1%	20%	14%	6%
		bcd	cde			cd				fghj		l		l	o	
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 24**

**Q13. SHOWCARD** Approximately how often does your household receive calls on your home landline (home phone)? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			AGREE	DISAGREE												
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Don't know	17	9	12	3	3	3	1	-	4	13	-	12	1	4	3	-
	1%	1%	1%	*%	*%	1%	*%	-%	*%	1%	-%	1%	*%	1%	1%	-%
		d														
SUMMARY																
WEEKLY	1958	356	672	781	1004	282	473	236	780	702	108	1031	588	338	198	82
	70%	41%	51%	96%	93%	73%	96%	92%	94%	50%	94%	63%	93%	66%	72%	83%
		a	a	abde	abe	ab	ghi	i	i		i		km			
LESS OFTEN THAN WEEKLY	356	157	250	22	50	56	16	18	44	274	6	255	37	64	35	11
	13%	18%	19%	3%	5%	15%	3%	7%	5%	20%	6%	16%	6%	12%	13%	12%
		cd	cd		c	cd		f		fghj		l		l		
NEVER	453	355	385	11	22	45	1	2	6	410	1	343	5	104	40	6
	16%	40%	29%	1%	2%	12%	*%	1%	1%	29%	1%	21%	1%	20%	14%	6%
		bcde	cde			cd				fghj		l		l	o	

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 25**

**COMPARING FREQUENCY THE LANDLINE PHONE IS USED TO MAKE AND RECEIVE CALLS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
USED MORE OFTEN TO MAKE CALLS	198 7%	91 7%	108 8%	13 5%	31 6%	35 7%	46 9%	25 7%	22 7%	26 9%	66 6%	48 8%	53 7%	53 7%	43 7%	48 8%	33 10% q	16 5%
USED MORE OFTEN TO RECEIVE CALLS	903 32%	443 33%	460 32%	58 23%	142 26%	175 37% cdhijk	198 39% cdhijk	145 38% cdhijk	101 30%	83 29%	317 31% c	185 30%	240 30%	250 33%	209 34%	204 33%	106 32%	98 34%
SAME FREQUENCY FOR MAKING AND RECEIVING CALLS	1230 44%	605 44%	624 44%	85 34%	180 33%	181 39%	207 41% d	193 51% cdefj	206 62% cdefgj	177 61% cdefgj	361 35%	383 62% cdefgj	390 50% mnop	317 42%	256 41%	263 43%	134 41%	129 45%
NOT USED FOR EITHER MAKING OR RECEIVING CALLS	433 16%	213 16%	220 15%	96 38% efghijk	191 34% efghijk	71 15% ghik	55 11% ghik	16 4% hik	4 1%	2 1%	262 26% efghik	6 1%	100 13%	128 17% l	107 17% l	99 16%	54 17%	44 15%
DON'T KNOW FOR EITHER	20 1%	12 1%	8 1%	1 *% hik	9 2% hik	6 1% k	2 *% hik	1 *% hik	* *% hik	- -% hik	15 1% hik	* *% hik	4 1%	8 1%	3 1%	4 1%	1 *% hik	3 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 25**

**COMPARING FREQUENCY THE LANDLINE PHONE IS USED TO MAKE AND RECEIVE CALLS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422	
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328	
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390	
USED MORE OFTEN TO MAKE CALLS	198 7%	40 9%	110 6%	8 5%	40 9%	39 8%	27 7%	22 6%	28 9%	14 6%	67 7%	172 7%	8 6%	13 6%	5 6%	175 7%	23 6%	
USED MORE OFTEN TO RECEIVE CALLS	903 32%	134 29%	565 33%	51 33%	153 33%	156 32%	152 38% j	152 38% j	105 34% j	78 32%	261 27%	766 33%	49 36%	67 30%	21 25%	780 33%	123 32%	
SAME FREQUENCY FOR MAKING AND RECEIVING CALLS	1230 44%	289 62% bd	675 40%	94 61% bd	169 36%	203 42%	167 42%	162 41%	128 42%	102 42%	468 49% efgh	1029 44% n	62 45%	112 50% n	26 31%	1034 43%	195 50% o	
NOT USED FOR EITHER MAKING OR RECEIVING CALLS	433 16%	3 1%	331 20% ac	2 1%	97 21% ac	90 18% f	49 12%	59 15%	47 15%	47 19% f	142 15%	354 15%	19 14%	31 14%	29 35% klm	389 16% p	44 11%	
DON'T KNOW FOR EITHER	20 1%	* *%	15 1%	- -%	4 1%	1 *%	6 1% e	2 1%	* *%	1 *%	10 1%	17 1%	1 *%	- -%	3 3% km	16 1%	4 1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 25**

**COMPARING FREQUENCY THE LANDLINE PHONE IS USED TO MAKE AND RECEIVE CALLS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
USED MORE OFTEN TO MAKE CALLS	198 7%	198 7%	198 7%	185 7%	172 7%	17 7%	172 7%	107 7%	80 7%	26 8%	172 7%	13 8%	185 7%	170 7%	15 7%	2 2%	11 13% o
USED MORE OFTEN TO RECEIVE CALLS	903 32%	893 33%	903 32%	851 32%	823 33%	79 34%	833 33%	557 35%	363 34%	80 25%	823 33% in	52 33%	851 32% in	798 33% in	53 23%	25 35%	27 30%
SAME FREQUENCY FOR MAKING AND RECEIVING CALLS	1230 44%	1222 46% dfh	1230 44% h	1139 43%	1046 42%	106 46%	1058 42%	665 42%	427 40%	184 58% jlm	1046 42%	91 57% jlm	1139 43%	1006 42%	133 59% jlm	40 57% jlm	51 57% jlm
NOT USED FOR EITHER MAKING OR RECEIVING CALLS	433 16%	345 13%	433 16% a	430 16% a	408 17% a	25 11%	413 17% a	231 15%	196 18% aeg	25 8% kp	408 17% ikop	4 2%	430 16% ikop	404 17% ikop	25 11% kp	4 5%	- -%
DON'T KNOW FOR EITHER	20 1%	16 1%	20 1%	20 1%	20 1%	2 1%	20 1%	9 1%	6 1%	- -%	20 1%	- -%	20 1%	20 1%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 25**

**COMPARING FREQUENCY THE LANDLINE PHONE IS USED TO MAKE AND RECEIVE CALLS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
USED MORE OFTEN TO MAKE CALLS	198 7%	10 10%	162 7%	67 7%	42 6%	10 11%	22 7%	45 8%	5 5%	4 10%	82 7%	116 7%	4 4%	20 6%	90 8%	110 7%	88 7%
USED MORE OFTEN TO RECEIVE CALLS	903 32%	46 42% b	774 33%	291 31% l	221 34% l	22 24%	98 31% l	209 38% ceflj	33 35% l	11 27%	346 31% l	555 33% l	16 17%	102 30%	394 35% p	496 34%	407 31%
SAME FREQUENCY FOR MAKING AND RECEIVING CALLS	1230 44%	46 42%	992 42%	465 50% dkg	248 38%	43 47%	146 46% dg	196 36%	42 45%	22 57% dg	550 49% dkg	673 41%	60 63% cdefghjk	142 41%	526 47%	668 46%	561 43%
NOT USED FOR EITHER MAKING OR RECEIVING CALLS	433 16%	4 4%	401 17% a	102 11%	134 21% cij	16 18%	49 15%	98 18% cj	13 14%	2 6%	131 12%	299 18% cj	14 14%	79 23% no	106 9%	185 13% n	248 19% no
DON'T KNOW FOR EITHER	20 1%	2 2%	18 1%	3 *%	7 1%	1 1%	5 1% cj	3 1%	- -%	- -%	4 *%	16 1%	2 2%	2 1%	8 1%	10 1%	10 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 25**

**COMPARING FREQUENCY THE LANDLINE PHONE IS USED TO MAKE AND RECEIVE CALLS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
USED MORE OFTEN TO MAKE CALLS	198	77	164	34	-	-	122	57	19	77	164	34	-	78	133	25	27
	7%	11%	10%	7%	-%	-%	6%	16%	4%	7%	8%	10%	-%	6%	7%	8%	9%
		cd	d	d			e	efh	e	l	l	l					
USED MORE OFTEN TO RECEIVE CALLS	903	-	442	273	188	375	775	128	-	375	775	128	-	465	682	94	76
	32%	-%	27%	57%	30%	37%	40%	36%	-%	35%	39%	38%	-%	34%	34%	30%	25%
			a	abd	a	h	h	h		l	il	l		p	p		
SAME FREQUENCY FOR MAKING AND RECEIVING CALLS	1230	631	1060	170	-	631	1060	170	-	631	1060	170	-	481	813	191	136
	44%	89%	64%	35%	-%	63%	54%	48%	-%	58%	53%	50%	-%	36%	41%	60%	44%
		bcd	cd	d		fgh	gh	h		jkl	l	l			m	mnp	m
NOT USED FOR EITHER MAKING OR RECEIVING CALLS	433	-	-	-	433	-	-	-	433	-	-	-	433	314	357	8	65
	16%	-%	-%	-%	68%	-%	-%	-%	92%	-%	-%	-%	98%	23%	18%	2%	21%
					abc				efg				ijk	no	o		o
DON'T KNOW FOR EITHER	20	1	1	5	13	2	2	1	17	3	3	7	10	14	18	-	2
	1%	*%	*%	1%	2%	*%	*%	*%	4%	*%	*%	2%	2%	1%	1%	-%	1%
				ab	ab				efg			ij	ij				

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 25**

**COMPARING FREQUENCY THE LANDLINE PHONE IS USED TO MAKE AND RECEIVE CALLS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
USED MORE OFTEN TO MAKE CALLS	198	38	79	69	100	19	43	16	67	84	7	110	47	41	13	6
	7%	4%	6%	8%	9%	5%	9%	6%	8%	6%	6%	7%	7%	8%	5%	6%
				ab	abe		i									
USED MORE OFTEN TO RECEIVE CALLS	903	303	474	207	296	133	82	124	242	458	39	554	190	158	107	37
	32%	35%	36%	25%	27%	35%	17%	48%	29%	33%	34%	34%	30%	31%	39%	38%
		cd	cd			cd		fhij	f	f	f					
SAME FREQUENCY FOR MAKING AND RECEIVING CALLS	1230	183	379	527	662	188	365	114	518	446	69	634	388	208	116	51
	44%	21%	29%	65%	61%	49%	74%	44%	62%	32%	60%	39%	61%	41%	42%	51%
			a	abe	abe	ab	ghij	i	gi		gi		km			
NOT USED FOR EITHER MAKING OR RECEIVING CALLS	433	345	373	10	18	42	-	2	2	396	1	329	5	99	36	6
	16%	39%	28%	1%	2%	11%	-%	1%	0%	28%	1%	20%	1%	19%	13%	6%
		bcd	cde			cd		f		fghj		l		l		
DON'T KNOW FOR EITHER	20	9	14	3	3	3	1	-	4	14	-	15	1	4	3	-
	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%
		d	d													
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	*c	d	e	f	g	h	*i	j	k	l	m	n	o	*p	q
Unweighted total	282	153	129	11	32	34	60	64	64	17	66	81	121	73	35	53	23	30
Effective Weighted Sample	226	125	102	9	25	29	51	50	49	14	54	63	97	60	29	41	19	23
Total	108	60	48	4	13	13	25	24	22	7	26	29	44	29	13	22	11	11
Good/ better deal overall	41	25	17	2	4	6	12	10	5	3	9	8	16	13	6	7	4	2
	38%	41%	35%	52%	27%	46%	47%	42%	23%	40%	37%	27%	36%	45%	43%	30%	39%	21%
						h	hk	h						q				
Always used them for broadband/ historical reasons	20	11	9	*	*	1	5	4	7	2	1	9	9	4	3	4	1	3
	18%	18%	19%	9%	4%	7%	20%	17%	33%	27%	5%	32%	21%	14%	20%	18%	13%	24%
							j		dej			dej						
Quality of customer service from broadband supplier	15	8	7	-	2	1	5	4	3	*	2	4	8	4	1	2	1	1
	14%	13%	14%	-%	13%	7%	19%	16%	15%	6%	10%	13%	17%	13%	9%	9%	8%	9%
Faster broadband from broadband supplier	13	9	4	1	3	3	2	2	2	*	5	2	6	2	2	3	1	2
	12%	15%	7%	30%	21%	21%	9%	6%	9%	3%	21%	7%	14%	7%	13%	13%	11%	15%
						g					gk							
Reliable service from broadband supplier	8	4	5	*	2	2	1	1	2	*	4	2	4	1	*	4	2	2
	8%	7%	9%	10%	17%	12%	4%	6%	7%	3%	14%	6%	8%	2%	2%	18%	17%	18%
																mn		mn
Well-known and trusted brand for broadband	8	4	4	1	-	2	2	1	2	*	2	2	3	3	2	*	-	*
	7%	7%	8%	21%	-%	12%	10%	3%	9%	3%	6%	7%	8%	9%	13%	1%	-%	2%
															o			
Bundle broadband with other service/s	6	2	4	*	2	*	*	1	1	*	3	1	4	1	*	1	1	-
	5%	3%	8%	10%	18%	3%	2%	4%	5%	3%	11%	4%	8%	3%	3%	5%	11%	-%
					fgk													

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	*c	d	e	f	g	h	*i	j	k	l	m	n	o	*p	q
Unweighted total	282	153	129	11	32	34	60	64	64	17	66	81	121	73	35	53	23	30
Effective Weighted Sample	226	125	102	9	25	29	51	50	49	14	54	63	97	60	29	41	19	23
Total	108	60	48	4	13	13	25	24	22	7	26	29	44	29	13	22	11	11
Don't want to bundle services/ have all my eggs in one basket	2 2%	1 2%	1 3%	- -%	* 2%	- -%	1 3%	1 3%	1 3%	- -%	* 1%	1 2%	1 3%	- -%	1 6%	* 1%	- -%	* 2%
Unlimited downloads/ no cap from broadband supplier	2 2%	2 3%	* 1%	- -%	- -%	1 8% hk	1 3%	* 2%	- -%	- -%	1 4%	- -%	* 1%	1 4%	- -%	1 4%	- -%	1 7% l
Price of line rental	2 2%	1 2%	1 1%	* 9%	* 3%	* 3%	- -%	* 1%	- -%	* 4%	1 3%	* 1%	- -%	1 4%	* 3%	* 1%	- -%	* 3%
Didn't know I could switch my broadband to the same supplier	2 2%	1 2%	1 1%	- -%	* 3%	1 9% fgk	- -%	- -%	* 1%	- -%	2 6%	* 1%	1 1%	* 1%	- -%	1 4%	* 4%	* 3%
Can't get high speed broadband from calls supplier	2 1%	1 2%	* 1%	- -%	* 3%	* 3%	* 1%	- -%	- -%	* 5%	1 3%	* 1%	- -%	* 1%	* 3%	1 4%	* 4%	* 3%
Want to keep landline with current provider	1 1%	1 1%	1 1%	- -%	* 3%	- -%	- -%	- -%	1 3%	* 4%	* 2%	1 4%	1 2%	- -%	* 3%	* 1%	- -%	* 3%
Effort required to change	1 1%	* 1%	1 2%	- -%	- -%	- -%	* 2%	1 4%	- -%	- -%	- -%	- -%	* 1%	1 3%	- -%	- -%	- -%	- -%
Can't get broadband from calls supplier	1 1%	1 2%	- -%	* 10%	* 3%	* 3%	- -%	- -%	- -%	- -%	1 3%	- -%	* 1%	* 2%	- -%	* 2%	* 4%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

		GENDER		AGE									SEG					
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	*c	d	e	f	g	h	*i	j	k	l	m	n	o	*p	q
Significance Level: 95%																		
Unweighted total	282	153	129	11	32	34	60	64	64	17	66	81	121	73	35	53	23	30
Effective Weighted Sample	226	125	102	9	25	29	51	50	49	14	54	63	97	60	29	41	19	23
Total	108	60	48	4	13	13	25	24	22	7	26	29	44	29	13	22	11	11
Other reasons	1	*	1	-	-	*	-	*	-	*	*	*	*	*	*	-	-	-
	1%	1%	1%	-%	-%	3%	-%	1%	-%	5%	2%	1%	1%	1%	3%	-%	-%	-%
<b>SUMMARY</b>																		
DEAL/ PRICE	49	28	21	2	6	7	13	11	6	3	13	9	18	15	6	9	5	3
	45%	46%	44%	52%	47%	52%	52%	47%	28%	47%	50%	33%	42%	53%	47%	40%	50%	31%
						h	hk	h			h							
SERVICE QUALITY/ TRUSTED	46	25	21	2	4	4	10	10	13	3	8	16	22	9	6	9	3	6
	43%	42%	43%	40%	30%	33%	41%	40%	62%	43%	32%	57%	51%	30%	43%	42%	31%	53%
									defgj			dej	m					
AVAILABILITY OF BROADBAND/ FASTER BROADBAND	16	11	4	2	3	4	2	2	2	1	7	3	7	3	2	4	2	2
	14%	19%	9%	40%	24%	33%	9%	6%	9%	8%	29%	9%	15%	10%	16%	18%	15%	21%
		b			g	fghk					fghk							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	282	63	166	18	35	46	53	46	49	42	46	252	19	11	-	223	59
Effective Weighted Sample	226	50	136	13	28	36	42	39	39	32	39	203	16	9	-	182	45
Total	108	22	64	7	15	19	19	17	19	14	19	96	7	5	-	86	22
Good/ better deal overall	41	6	28	1	5	6	9	6	9	4	8	36	3	3	-	34	7
	38%	29%	44%	21%	35%	29%	48%	36%	44%	28%	41%	37%	43%	50%	-%	40%	31%
Always used them for broadband/ historical reasons	20	8	8	1	3	4	3	3	3	3	3	17	1	2	-	15	5
	18%	35% b	13%	21%	17%	23%	16%	18%	17%	21%	16%	18%	14%	41%	-%	17%	22%
Quality of customer service from broadband supplier	15	4	9	-	2	3	2	2	4	3	2	13	1	-	-	13	1
	14%	17%	14%	-%	13%	13%	8%	10%	19%	23%	9%	14%	17%	-%	-%	16%	6%
Faster broadband from broadband supplier	13	2	8	*	3	*	3	2	3	2	2	12	-	*	-	11	1
	12%	8%	12%	4%	17%	2%	16% e	13%	16% e	15%	9%	13%	-%	4%	-%	13%	6%
Reliable service from broadband supplier	8	1	4	1	3	2	2	1	3	1	*	8	1	-	-	7	2
	8%	4%	6%	12%	20% ab	12%	9%	4%	13%	6%	2%	8%	10%	-%	-%	8%	8%
Well-known and trusted brand for broadband	8	2	6	*	-	2	1	2	*	1	3	7	*	1	-	7	1
	7%	9%	9%	3%	-%	8%	4%	9%	2%	9%	13%	7%	5%	12%	-%	8%	4%
Bundle broadband with other service/s	6	1	3	-	1	1	1	1	1	1	*	5	1	-	-	5	1
	5%	6%	5%	-%	8%	8%	6%	5%	3%	10%	2%	6%	8%	-%	-%	6%	4%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	*c	d	e	f	g	h	i	j	k	*l	*m	*n	o	p	
Unweighted total	282	63	166	18	35	46	53	46	49	42	46	252	19	11	-	223	59	
Effective Weighted Sample	226	50	136	13	28	36	42	39	39	32	39	203	16	9	-	182	45	
Total	108	22	64	7	15	19	19	17	19	14	19	96	7	5	-	86	22	
Don't want to bundle services/ have all my eggs in one basket	2 2%	* 2%	2 3%	* 3%	- -%	* 1%	1 4%	- -%	1 5%	- -%	* 2%	2 2%	- -%	* 8%	- -%	2 2%	* 2%	
Unlimited downloads/ no cap from broadband supplier	2 2%	- -%	1 2%	- -%	1 5%	- -%	1 6%	* 2%	* 1%	- -%	* 2%	2 2%	- -%	* 8%	- -%	2 2%	* 2%	
Price of line rental	2 2%	- -%	2 2%	* 4%	- -%	- -%	- -%	1 4%	* 2%	- -%	1 4%	2 2%	- -%	- -%	- -%	2 2%	* 1%	
Didn't know I could switch my broadband to the same supplier	2 2%	* 1%	1 1%	- -%	1 5%	- -%	1 6%	* 1%	* 2%	- -%	- -%	2 2%	- -%	- -%	- -%	2 2%	- -%	
Can't get high speed broadband from calls supplier	2 1%	- -%	1 1%	* 5%	* 3%	* 2%	1 4%	* 2%	- -%	- -%	- -%	2 2%	- -%	- -%	- -%	2 2%	- -%	
Want to keep landline with current provider	1 1%	1 3%	* 1%	* 4%	- -%	* 2%	- -%	* 2%	1 4%	- -%	- -%	1 2%	- -%	- -%	- -%	1 2%	- -%	
Effort required to change	1 1%	- -%	1 2%	- -%	- -%	- -%	1 3%	- -%	* 2%	- -%	* 2%	1 1%	- -%	- -%	- -%	* 1%	1 4%	
Can't get broadband from calls supplier	1 1%	- -%	1 1%	- -%	* 3%	- -%	- -%	- -%	- -%	* 3%	1 4%	1 1%	- -%	- -%	- -%	1 1%	- -%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	*l	*m	*n	o	p
Unweighted total	282	63	166	18	35	46	53	46	49	42	46	252	19	11	-	223	59
Effective Weighted Sample	226	50	136	13	28	36	42	39	39	32	39	203	16	9	-	182	45
Total	108	22	64	7	15	19	19	17	19	14	19	96	7	5	-	86	22
Other reasons	1	*	1	-	-	1	*	-	-	-	-	1	-	-	-	1	*
	1%	2%	1%	-%	-%	4%	2%	-%	-%	-%	-%	1%	-%	-%	-%	1%	2%
<b>SUMMARY</b>																	
DEAL/ PRICE	49	8	32	2	7	7	11	8	9	5	9	43	3	3	-	40	8
	45%	35%	50%	25%	48%	37%	55%	45%	46%	36%	49%	44%	52%	50%	-%	47%	38%
SERVICE QUALITY/ TRUSTED	46	14	23	3	6	10	6	6	10	7	7	41	3	3	-	38	8
	43%	62% b	36%	40%	43%	50%	32%	35%	52%	50%	38%	42%	44%	53%	-%	44%	37%
AVAILABILITY OF BROADBAND/ FASTER BROADBAND	16	2	10	1	3	1	4	3	3	2	2	15	-	*	-	14	1
	14%	9%	15%	9%	23%	4%	22% e	17%	16%	17%	12%	16%	-%	4%	-%	17%	6%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB *e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB *i	LL & FBB j	LL & NO MOB *k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB *n	LL & FBB & NO MOB *o	LL & NO FBB & NO MOB *p
Significance Level: 95%																	
Unweighted total	282	279	282	264	282	26	282	138	108	-	282	18	264	264	-	18	-
Effective Weighted Sample	226	224	226	213	226	23	226	110	89	-	226	15	213	213	-	15	-
Total	108	107	108	99	108	9	108	51	36	-	108	9	99	99	-	9	-
Good/ better deal overall	41 38%	41 38%	41 38%	39 39%	41 38%	5 51%	41 38%	18 35%	15 40%	- -%	41 38%	3 28%	39 39%	39 39%	- -%	3 28%	- -%
Always used them for broadband/ historical reasons	20 18%	20 19%	20 18%	19 19%	20 18%	1 14%	20 18%	6 11%	7 20%	- -%	20 18%	1 8%	19 19%	19 19%	- -%	1 8%	- -%
Quality of customer service from broadband supplier	15 14%	15 14%	15 14%	13 13%	15 14%	1 11%	15 14%	7 15%	5 13%	- -%	15 14%	1 15%	13 13%	13 13%	- -%	1 15%	- -%
Faster broadband from broadband supplier	13 12%	13 12%	13 12%	12 13%	13 12%	3 33%	13 12%	10 20% abdf	7 20%	- -%	13 12%	* 2%	12 13%	12 13%	- -%	* 2%	- -%
Reliable service from broadband supplier	8 8%	8 8%	8 8%	8 8%	8 8%	* 2%	8 8%	6 11%	4 11%	- -%	8 8%	* 2%	8 8%	8 8%	- -%	* 2%	- -%
Well-known and trusted brand for broadband	8 7%	7 7%	8 7%	7 7%	8 7%	1 8%	8 7%	5 10%	* 1%	- -%	8 7%	1 15%	7 7%	7 7%	- -%	1 15%	- -%
Bundle broadband with other service/s	6 5%	6 5%	6 5%	6 6%	6 5%	1 7%	6 5%	6 11%	2 6%	- -%	6 5%	- -%	6 6%	6 6%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	*e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	282	279	282	264	282	26	282	138	108	-	282	18	264	264	-	18	-
Effective Weighted Sample	226	224	226	213	226	23	226	110	89	-	226	15	213	213	-	15	-
Total	108	107	108	99	108	9	108	51	36	-	108	9	99	99	-	9	-
Don't want to bundle services/ have all my eggs in one basket	2 2%	2 2%	2 2%	2 2%	2 2%	- -%	2 2%	1 2%	1 2%	- -%	2 2%	* 2%	2 2%	2 2%	- -%	* 2%	- -%
Unlimited downloads/ no cap from broadband supplier	2 2%	2 2%	2 2%	2 2%	2 2%	- -%	2 2%	1 1%	1 2%	- -%	2 2%	* 4%	2 2%	2 2%	- -%	* 4%	- -%
Price of line rental	2 2%	2 2%	2 2%	2 2%	2 2%	* 5%	2 2%	1 1%	1 2%	- -%	2 2%	- -%	2 2%	2 2%	- -%	- -%	- -%
Didn't know I could switch my broadband to the same supplier	2 2%	1 1%	2 2%	1 1%	2 2%	* 4%	2 2%	1 2%	1 2%	- -%	2 2%	* 4%	1 1%	1 1%	- -%	* 4%	- -%
Can't get high speed broadband from calls supplier	2 1%	1 1%	2 1%	2 2%	2 1%	- -%	2 1%	1 1%	* 1%	- -%	2 1%	- -%	2 2%	2 2%	- -%	- -%	- -%
Want to keep landline with current provider	1 1%	1 1%	1 1%	1 1%	1 1%	- -%	1 1%	1 1%	1 2%	- -%	1 1%	- -%	1 1%	1 1%	- -%	- -%	- -%
Effort required to change	1 1%	1 1%	1 1%	1 1%	1 1%	1 6%	1 1%	1 2%	* 1%	- -%	1 1%	- -%	1 1%	1 1%	- -%	- -%	- -%
Can't get broadband from calls supplier	1 1%	1 1%	1 1%	1 1%	1 1%	* 4%	1 1%	1 2%	1 2%	- -%	1 1%	- -%	1 1%	1 1%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPLIER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	*e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	282	279	282	264	282	26	282	138	108	-	282	18	264	264	-	18	-
Effective Weighted Sample	226	224	226	213	226	23	226	110	89	-	226	15	213	213	-	15	-
Total	108	107	108	99	108	9	108	51	36	-	108	9	99	99	-	9	-
Other reasons	1	1	1	1	1	-	1	*	*	-	1	-	1	1	-	-	-
	1%	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	-%	1%	1%	-%	-%	-%
<b>SUMMARY</b>																	
DEAL/ PRICE	49	48	49	46	49	5	49	23	17	-	49	3	46	46	-	3	-
	45%	45%	45%	46%	45%	54%	45%	45%	47%	-%	45%	32%	46%	46%	-%	32%	-%
SERVICE QUALITY/ TRUSTED	46	46	46	43	46	2	46	21	14	-	46	3	43	43	-	3	-
	43%	43%	43%	44%	43%	24%	43%	42%	40%	-%	43%	32%	44%	44%	-%	32%	-%
AVAILABILITY OF BROADBAND/ FASTER BROADBAND	16	15	16	15	16	4	16	11	8	-	16	1	15	15	-	1	-
	14%	14%	14%	15%	14%	42%	14%	22%	23%	-%	14%	6%	15%	15%	-%	6%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

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**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	*b	c	*d	*e	*f	*g	*h	*i	j	k	*l	*m	n	o	p
Unweighted total	282	282	-	229	6	5	7	3	4	8	238	44	20	16	73	89	193
Effective Weighted Sample	226	226	-	184	5	4	6	3	4	6	191	35	17	15	55	70	156
Total	108	108	-	88	3	2	2	1	1	3	91	17	8	6	26	32	76
Good/ better deal overall	41	41	-	37	1	-	-	*	*	2	37	4	1	4	8	12	29
	38%	38%	-%	42% k	26%	-%	-%	37%	30%	72%	41% k	23%	9%	72%	31%	39%	38%
Always used them for broadband/ historical reasons	20	20	-	17	-	-	1	-	*	-	18	2	1	1	5	5	14
	18%	18%	-%	20%	-%	-%	54%	-%	26%	-%	19%	14%	16%	14%	18%	17%	19%
Quality of customer service from broadband supplier	15	15	-	11	1	*	1	-	-	-	11	3	2	1	5	6	9
	14%	14%	-%	13%	34%	5%	38%	-%	-%	-%	12%	19%	18%	11%	19%	18%	12%
Faster broadband from broadband supplier	13	13	-	11	*	-	*	-	-	*	11	2	1	2	1	3	9
	12%	12%	-%	12%	11%	-%	16%	-%	-%	8%	12%	12%	14%	34%	5%	10%	12%
Reliable service from broadband supplier	8	8	-	8	-	-	*	-	-	-	8	*	-	*	1	1	7
	8%	8%	-%	9%	-%	-%	12%	-%	-%	-%	9%	1%	-%	4%	3%	4%	10%
Well-known and trusted brand for broadband	8	8	-	6	2	-	*	-	-	-	6	2	-	-	2	2	6
	7%	7%	-%	6%	63%	-%	12%	-%	-%	-%	6%	13%	-%	-%	8%	7%	8%
Bundle broadband with other service/s	6	6	-	5	*	-	-	-	*	-	5	*	-	1	2	3	3
	5%	5%	-%	6%	11%	-%	-%	-%	14%	-%	6%	2%	-%	14%	8%	9%	4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME *b	BT c	SKY *d	EE *e	TALK TALK *f	VIRGIN MEDIA *g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS *m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%		a	*b	c	*d	*e	*f	*g	*h	*i	j	k	*l	*m	n	o	p
Unweighted total	282	282	-	229	6	5	7	3	4	8	238	44	20	16	73	89	193
Effective Weighted Sample	226	226	-	184	5	4	6	3	4	6	191	35	17	15	55	70	156
Total	108	108	-	88	3	2	2	1	1	3	91	17	8	6	26	32	76
Don't want to bundle services/ have all my eggs in one basket	2 2%	2 2%	- -%	1 1%	- -%	* 11%	- -%	- -%	* 31%	- -%	2 2%	1 5%	1 9%	* 3%	2 6% p	2 6% p	1 1%
Unlimited downloads/ no cap from broadband supplier	2 2%	2 2%	- -%	2 2%	- -%	- -%	* 22%	- -%	- -%	- -%	2 2%	* 2%	- -%	- -%	1 2%	1 2%	2 2%
Price of line rental	2 2%	2 2%	- -%	2 2%	- -%	- -%	- -%	- -%	- -%	- -%	2 2%	- -%	- -%	* 7%	* 2%	1 3%	1 1%
Didn't know I could switch my broadband to the same supplier	2 2%	2 2%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	1 2%	* 2%	* 4%	* 6%	* 1%	1 2%	1 1%
Can't get high speed broadband from calls supplier	2 1%	2 1%	- -%	1 1%	* 11%	- -%	- -%	* 40%	- -%	- -%	1 1%	1 4%	- -%	- -%	- -%	- -%	2 2%
Want to keep landline with current provider	1 1%	1 1%	- -%	1 1%	- -%	* 22%	- -%	- -%	- -%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	1 2%
Effort required to change	1 1%	1 1%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	1 20%	1 1%	1 3%	- -%	- -%	1 4%	1 3%	* 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME *b	BT c	SKY *d	EE *e	TALK TALK *f	VIRGIN MEDIA *g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS *m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%		a	*b	c	*d	*e	*f	*g	*h	*i	j	k	*l	*m	n	o	p
Unweighted total	282	282	-	229	6	5	7	3	4	8	238	44	20	16	73	89	193
Effective Weighted Sample	226	226	-	184	5	4	6	3	4	6	191	35	17	15	55	70	156
Total	108	108	-	88	3	2	2	1	1	3	91	17	8	6	26	32	76
Can't get broadband from calls supplier	1 1%	1 1%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	* 2%	* 5%	- -%	* 2%	* 1%	1 1%
Other reasons	1 1%	1 1%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	1 1%
<b>SUMMARY</b>																	
DEAL/ PRICE	49 45%	49 45%	- -%	44 50% k	1 37%	- -%	* 22%	* 37%	1 44%	2 72%	44 48% k	5 27%	1 9%	4 72%	11 42%	15 48%	34 44%
SERVICE QUALITY/ TRUSTED	46 43%	46 43%	- -%	39 44%	2 63%	* 27%	1 82%	- -%	* 26%	- -%	40 44%	6 37%	3 34%	1 22%	10 41%	12 37%	34 45%
AVAILABILITY OF BROADBAND/ FASTER BROADBAND	16 14%	16 14%	- -%	13 15%	* 11%	- -%	* 16%	* 40%	- -%	* 8%	13 14%	3 16%	2 18%	2 40%	2 8%	4 14%	11 15%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	*d	e	f	g	*h	i	j	k	*l	m	n	o	p
Unweighted total	282	74	193	69	20	107	236	30	16	117	240	30	12	65	167	51	46
Effective Weighted Sample	226	61	155	54	17	87	192	23	13	94	194	23	10	59	137	40	38
Total	108	26	73	26	9	41	87	13	8	44	89	13	5	21	59	19	20
Good/ better deal overall	41	11	28	11	3	16	33	5	3	17	34	6	1	8	25	9	5
	38%	43%	38%	40%	31%	40%	38%	40%	35%	40%	38%	47%	21%	38%	42%	46%	25%
Always used them for broadband/ historical reasons	20	5	14	5	*	10	18	1	1	11	18	2	-	2	10	4	5
	18%	21%	20%	20%	4%	24%	20%	10%	10%	24%	20%	13%	-%	11%	17%	21%	23%
Quality of customer service from broadband supplier	15	4	8	3	3	5	11	2	2	5	11	2	2	3	6	2	5
	14%	14%	11%	13%	33%	13%	12%	17%	21%	12%	12%	16%	30%	12%	11%	11%	22%
Faster broadband from broadband supplier	13	4	9	3	1	6	10	2	*	6	11	2	*	4	10	1	2
	12%	16%	12%	11%	10%	15%	12%	15%	6%	15%	12%	12%	9%	18%	17%	4%	9%
														o	o		
Reliable service from broadband supplier	8	2	6	2	-	4	8	1	-	4	8	1	-	1	5	1	2
	8%	7%	9%	8%	-%	9%	9%	6%	-%	9%	9%	6%	-%	7%	9%	6%	7%
Well-known and trusted brand for broadband	8	1	6	2	-	1	7	1	-	1	7	*	-	1	4	1	1
	7%	5%	8%	7%	-%	3%	7%	10%	-%	3%	8%	3%	-%	5%	8%	7%	4%
Bundle broadband with other service/s	6	3	5	*	1	2	5	*	1	3	5	*	1	2	4	*	2
	5%	10%	7%	*%	10%	6%	6%	2%	8%	7%	6%	2%	12%	10%	7%	2%	7%
		c															

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	*d	e	f	g	*h	i	j	k	*l	m	n	o	p
Unweighted total	282	74	193	69	20	107	236	30	16	117	240	30	12	65	167	51	46
Effective Weighted Sample	226	61	155	54	17	87	192	23	13	94	194	23	10	59	137	40	38
Total	108	26	73	26	9	41	87	13	8	44	89	13	5	21	59	19	20
Don't want to bundle services/ have all my eggs in one basket	2 2%	- -%	2 2%	1 3%	- -%	* *%	2 2%	* 3%	- -%	* *%	2 2%	* 3%	- -%	* 1%	1 2%	* 2%	1 4%
Unlimited downloads/ no cap from broadband supplier	2 2%	* 2%	1 2%	1 3%	- -%	* 1%	1 2%	1 6%	- -%	* 1%	1 2%	1 6%	- -%	- -%	* *%	* 2%	1 6% n
Price of line rental	2 2%	1 4%	1 2%	1 3%	- -%	1 3%	1 2%	* 3%	- -%	1 3%	1 2%	* 3%	- -%	1 3%	2 3%	- -%	- -%
Didn't know I could switch my broadband to the same supplier	2 2%	* 1%	1 2%	* 1%	* 4%	1 2%	2 2%	- -%	- -%	1 2%	2 2%	- -%	- -%	* 2%	1 1%	* 2%	* 1%
Can't get high speed broadband from calls supplier	2 1%	- -%	1 1%	1 3%	- -%	- -%	2 2%	- -%	- -%	- -%	2 2%	- -%	- -%	1 4%	2 3%	- -%	- -%
Want to keep landline with current provider	1 1%	* 1%	1 2%	- -%	- -%	1 3%	1 2%	- -%	- -%	1 2%	1 2%	- -%	- -%	* 2%	1 2%	- -%	- -%
Effort required to change	1 1%	- -%	1 2%	* *%	- -%	1 2%	1 2%	- -%	- -%	1 2%	1 2%	- -%	- -%	- -%	* 1%	1 5%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	*d	e	f	g	*h	i	j	k	*l	m	n	o	p
Unweighted total	282	74	193	69	20	107	236	30	16	117	240	30	12	65	167	51	46
Effective Weighted Sample	226	61	155	54	17	87	192	23	13	94	194	23	10	59	137	40	38
Total	108	26	73	26	9	41	87	13	8	44	89	13	5	21	59	19	20
Can't get broadband from calls supplier	1	*	*	*	*	1	1	-	*	1	1	-	*	1	1	-	-
	1%	2%	1%	2%	5%	2%	1%	-%	5%	2%	1%	-%	7%	4%	2%	-%	-%
Other reasons	1	*	1	-	-	*	1	-	-	*	1	-	-	*	1	-	*
	1%	1%	2%	-%	-%	1%	1%	-%	-%	1%	1%	-%	-%	2%	1%	-%	2%
<b>SUMMARY</b>																	
DEAL/ PRICE	49	14	33	12	4	18	39	6	3	20	40	7	2	10	29	9	8
	45%	54%	46%	45%	41%	45%	45%	48%	44%	47%	44%	55%	33%	49%	49%	48%	38%
SERVICE QUALITY/ TRUSTED	46	11	31	11	3	19	39	5	2	20	40	5	2	7	24	8	11
	43%	42%	43%	43%	37%	47%	44%	40%	31%	46%	45%	35%	30%	31%	41%	42%	55%
AVAILABILITY OF BROADBAND/ FASTER BROADBAND	16	4	10	4	2	7	13	2	1	7	13	2	1	5	12	1	2
	14%	17%	14%	15%	19%	17%	15%	15%	12%	16%	15%	12%	16%	23% o	21% o	4%	10%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK	RETIRED										
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	k	l	m	*n	*o
Unweighted total	282	49	118	85	122	42	43	32	85	77	17	143	95	44	29	11
Effective Weighted Sample	226	41	97	70	98	33	35	27	70	61	14	115	76	36	24	8
Total	108	18	42	35	47	19	16	13	32	29	7	58	34	16	11	3
Good/ better deal overall	41	7	18	13	18	6	7	5	14	11	2	24	11	6	7	1
	38%	39%	42%	36%	38%	30%	42%	41%	43%	38%	31%	42%	33%	37%	63%	23%
Always used them for broadband/ historical reasons	20	2	6	10	11	3	3	2	7	5	3	7	9	3	2	1
	18%	10%	14%	27% ab	24%	14%	16%	18%	21%	17%	35%	13%	27% k	20%	17%	18%
Quality of customer service from broadband supplier	15	4	7	4	6	2	1	1	3	2	1	9	4	1	2	1
	14%	22%	18%	12%	12%	8%	8%	7%	10%	8%	8%	16%	13%	8%	21%	29%
Faster broadband from broadband supplier	13	3	7	1	5	2	2	2	4	1	-	8	2	3	3	*
	12%	16% c	16% c	3%	10%	8%	11%	17% i	12%	3%	-%	14% l	5%	17% l	31%	11%
Reliable service from broadband supplier	8	1	2	2	4	2	2	1	3	2	*	4	2	2	*	1
	8%	5%	5%	7%	9%	12%	10%	8%	9%	5%	3%	7%	5%	15%	2%	17%
Well-known and trusted brand for broadband	8	1	2	4	4	2	1	*	1	1	1	6	2	-	*	*
	7%	5%	5%	11%	9%	9%	4%	3%	3%	3%	11%	10%	6%	-%	4%	11%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPLIER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	*n	*o
Unweighted total	282	49	118	85	122	42	43	32	85	77	17	143	95	44	29	11
Effective Weighted Sample	226	41	97	70	98	33	35	27	70	61	14	115	76	36	24	8
Total	108	18	42	35	47	19	16	13	32	29	7	58	34	16	11	3
Bundle broadband with other service/s	6	1	3	2	2	*	*	1	1	1	*	4	1	*	*	1
	5%	6%	8%	7%	5%	1%	2%	8%	4%	5%	5%	7%	4%	3%	1%	16%
Don't want to bundle services/ have all my eggs in one basket	2	-	1	1	1	1	*	-	*	*	1	1	1	1	-	-
	2%	-%	1%	3%	3%	3%	3%	-%	1%	1%	11%	2%	2%	5%	-%	-%
Unlimited downloads/ no cap from broadband supplier	2	-	*	1	2	-	-	-	*	*	*	1	*	1	-	-
	2%	-%	1%	3%	4%	-%	-%	-%	1%	1%	5%	2%	1%	5%	-%	-%
Price of line rental	2	1	2	*	*	-	1	*	1	1	-	1	1	*	*	-
	2%	4%	4%	1%	1%	-%	4%	3%	3%	3%	-%	1%	2%	2%	4%	-%
Didn't know I could switch my broadband to the same supplier	2	-	1	*	1	-	-	-	-	1	-	2	*	-	-	-
	2%	-%	3%	1%	1%	-%	-%	-%	-%	4%	-%	3%	1%	-%	-%	-%
Can't get high speed broadband from calls supplier	2	-	1	-	-	*	*	-	*	1	-	1	*	-	-	-
	1%	-%	3%	-%	-%	2%	2%	-%	1%	4%	-%	2%	1%	-%	-%	-%
Want to keep landline with current provider	1	-	-	1	1	-	1	-	1	-	-	-	1	*	-	-
	1%	-%	-%	4%	3%	-%	4%	-%	2%	-%	-%	-%	3%	2%	-%	-%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 26**

**Q14. Why do you use (BROADBAND SUPPLIER) for your broadband service rather than using (LANDLINE SUPPER) for your broadband and your landline? What other reasons? (MULTI CODE)**

Base : Those using different providers for landline and fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY AGREE	DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	k	l	m	*n	*o
Unweighted total	282	49	118	85	122	42	43	32	85	77	17	143	95	44	29	11
Effective Weighted Sample	226	41	97	70	98	33	35	27	70	61	14	115	76	36	24	8
Total	108	18	42	35	47	19	16	13	32	29	7	58	34	16	11	3
Effort required to change	1	-	*	1	1	-	-	*	*	1	-	*	1	-	*	*
	1%	-%	1%	2%	2%	-%	-%	3%	1%	2%	-%	1%	3%	-%	4%	11%
Can't get broadband from calls supplier	1	*	1	-	-	*	*	*	1	*	-	1	-	*	-	-
	1%	2%	2%	-%	-%	2%	2%	4%	3%	1%	-%	1%	-%	2%	-%	-%
Other reasons	1	*	*	*	1	-	*	-	*	*	*	1	*	-	-	-
	1%	2%	1%	1%	1%	-%	2%	-%	1%	1%	5%	1%	1%	-%	-%	-%
<b>SUMMARY</b>																
DEAL/ PRICE	49	9	21	16	22	6	7	6	16	13	3	28	13	7	7	1
	45%	50%	50%	46%	47%	30%	46%	49%	49%	44%	41%	49%	38%	44%	63%	39%
			e													
SERVICE QUALITY/ TRUSTED	46	7	16	19	23	7	6	4	12	10	4	22	18	6	4	2
	43%	37%	37%	53%	49%	40%	37%	32%	37%	33%	58%	38%	52%	39%	34%	58%
				b												
AVAILABILITY OF BROADBAND/ FASTER BROADBAND	16	3	9	1	5	2	2	3	4	3	-	11	2	3	3	*
	14%	18%	21%	4%	10%	10%	11%	21%	14%	11%	-%	18%	7%	17%	31%	11%
		c	cd									l				

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 27**

**Q15. SHOWCARD** Which of the following statements best describes how you think about your landline phone costs? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
I think about the costs for line rental and calls separately	510 18%	258 19%	252 18%	65 26% ghik	112 20% ik	95 20% ik	94 18% ik	61 16%	50 15%	32 11%	207 20% hik	82 13%	168 21% n	137 18%	97 16%	108 17%	58 18%	50 17%	
I think about the costs for line rental and calls together	1931 69%	950 70%	981 69%	134 53%	355 64% c	332 71% cd	358 71% c	274 72% cd	257 77% cdfj	221 77% cdj	687 67% c	478 77% cdefj	522 66%	522 69%	449 73% l	436 70%	237 72%	199 69%	
Don't know	343 12%	157 11%	186 13%	55 22% efghijk	87 16% efhk	40 9%	55 11%	44 12%	27 8%	35 12%	127 12% h	62 10%	98 12%	97 13%	73 12%	75 12%	34 10%	41 14%	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 27**

**Q15. SHOWCARD** Which of the following statements best describes how you think about your landline phone costs? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
I think about the costs for line rental and calls separately	510 18%	61 13%	340 20% ac	21 14%	87 19% a	83 17%	77 19%	81 20% j	76 25% ej	48 20%	145 15%	428 18%	23 16%	26 12%	32 39% klm	442 18%	68 17%
I think about the costs for line rental and calls together	1931 69%	361 77% bd	1131 67%	117 75% b	319 69%	359 74% h	278 70%	268 67%	201 65%	164 68%	660 70%	1627 70% n	104 74% n	164 74% n	37 44%	1652 69%	279 72%
Don't know	343 12%	44 9%	224 13% a	18 11%	57 12%	46 9%	45 11%	49 12%	30 10%	30 13%	143 15% eh	284 12%	13 9%	32 14%	15 17%	300 13%	43 11%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 27**

**Q15. SHOWCARD** Which of the following statements best describes how you think about your landline phone costs? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
I think about the costs for line rental and calls separately	510 18%	463 17%	510 18%	489 19%	469 19%	53 23%	476 19%	300 19%	219 20% a	41 13%	469 19% i	21 13%	489 19% i	459 19% i	30 13%	10 14%	11 12%
I think about the costs for line rental and calls together	1931 69%	1895 71% e	1931 69%	1812 69%	1695 69%	146 63%	1711 69%	1078 69%	731 68%	237 75% jm	1695 69%	119 75%	1812 69%	1642 68%	170 75%	53 75%	66 75%
Don't know	343 12%	316 12%	343 12%	324 12%	305 12%	32 14%	309 12%	191 12%	123 11%	38 12%	305 12%	19 12%	324 12%	298 12%	26 12%	8 11%	11 13%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 27**

**Q15. SHOWCARD** Which of the following statements best describes how you think about your landline phone costs? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
I think about the costs for line rental and calls separately	510 18%	32 29% b	437 19%	177 19% il	139 21% fil	18 19% l	48 15%	101 18% l	17 18% l	2 6%	212 19% il	298 18% l	7 7%	78 23%	195 17%	272 19%	237 18%
I think about the costs for line rental and calls together	1931 69%	59 55%	1626 69% a	626 67%	427 65%	70 76%	243 76% cdgj	375 68%	69 74%	35 90% cdghjk	765 69%	1161 70%	80 83% cdgjk	228 66%	824 73% mp	1052 72% p	880 67%
Don't know	343 12%	17 16%	283 12%	124 13% e	86 13% e	4 5%	30 9%	75 14% e	7 7%	2 4%	135 12% e	201 12% e	9 9%	39 11%	106 9%	145 10%	198 15% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 27**

**Q15. SHOWCARD** Which of the following statements best describes how you think about your landline phone costs? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
I think about the costs for line rental and calls separately	510 18%	80 11%	233 14%	101 21% ab	175 28% abc	133 13%	302 15%	71 20% e	137 29% efg	136 12%	309 15% i	69 20% ij	131 30% ijk	271 20% o	383 19% o	44 14%	62 20%
I think about the costs for line rental and calls together	1931 69%	555 78% cd	1263 76% cd	331 69% d	337 53%	755 75% gh	1457 74% gh	241 68% h	233 50%	826 76% kl	1489 74% kl	229 67% l	214 48%	910 67%	1377 69%	239 75% mnp	197 65%
Don't know	343 12%	74 10%	171 10%	50 10%	122 19% abc	119 12%	199 10%	43 12%	100 21% efg	123 11%	203 10%	41 12%	98 22% ijk	171 13%	244 12%	34 11%	46 15%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 27**

**Q15. SHOWCARD** Which of the following statements best describes how you think about your landline phone costs? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
		STRONGLY AGREE	STRONGLY TOTAL AGREE	DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
I think about the costs for line rental and calls separately	510 18%	212 24% cde	315 24% cde	83 10%	130 12%	66 17% cd	60 12%	31 12%	103 12%	297 21% fgh	23 20% fh	334 20% l	83 13%	93 18% l	52 19%	14 14%
I think about the costs for line rental and calls together	1931 69%	529 60%	837 63%	653 80% abe	847 79% abe	248 64%	381 78% i	187 73% i	638 77% i	918 66%	82 71%	1095 67%	496 79% km	340 67%	186 67%	75 76%
Don't know	343 12%	137 16% cd	168 13% d	80 10%	102 9%	73 19% bcd	50 10%	38 15%	92 11%	183 13%	10 9%	214 13% l	53 8%	76 15% l	38 14%	10 10%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 28**

**Q16. Do you receive one bill from your landline provider (LANDLINE SUPPER) that covers both landline and broadband charges, or do you get separate bills from (LANDLINE SUPPER) for landline and broadband? (SINGLE CODE)**

Base : Those using the same provider for landline and fixed broadband

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2223	1063	1160	180	368	413	414	366	307	175	781	482	635	638	438	511	271	240
Effective Weighted Sample	1892	923	969	166	330	361	359	308	273	151	678	423	528	545	386	441	240	202
Total	2346	1152	1194	238	508	427	446	320	255	152	935	407	690	665	506	483	269	214
Both landline and broadband on one bill	2169	1080	1089	197	483	397	424	292	238	138	881	376	635	607	468	458	255	203
	92%	94%	91%	83%	95%	93%	95%	91%	93%	91%	94%	92%	92%	91%	92%	95%	95%	95%
		b			c	c	c	c	c	c	c	c				m		
Separate bills for landline and broadband	83	31	52	18	11	14	11	15	10	5	25	14	28	23	19	13	10	3
	4%	3%	4%	8%	2%	3%	2%	5%	4%	3%	3%	4%	4%	3%	4%	3%	4%	2%
				defjk														
Don't know	73	32	41	23	14	11	4	8	5	7	25	12	20	30	14	9	4	5
	3%	3%	3%	10%	3%	3%	1%	3%	2%	5%	3%	3%	3%	4%	3%	2%	2%	2%
				defghjk						f		f		op				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 28**

**Q16. Do you receive one bill from your landline provider (LANDLINE SUPPER) that covers both landline and broadband charges, or do you get separate bills from (LANDLINE SUPPER) for landline and broadband? (SINGLE CODE)**

Base : Those using the same provider for landline and fixed broadband

	SEG & AGE					INCOME						COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2223	375	1336	107	404	374	333	325	259	199	733	1845	200	113	65	1889	334	
Effective Weighted Sample	1892	331	1148	93	352	317	281	271	217	163	651	1607	186	102	59	1619	272	
Total	2346	324	1538	83	400	371	345	364	280	224	763	1980	114	173	78	2011	335	
Both landline and broadband on one bill	2169	298	1412	78	380	344	321	335	260	213	696	1828	110	160	72	1867	302	
	92%	92%	92%	94%	95% b	93%	93%	92%	93%	95%	91%	92%	96%	92%	92%	93%	90%	
Separate bills for landline and broadband	83	13	58	2	11	10	13	19	12	4	27	71	2	6	4	69	15	
	4%	4%	4%	2%	3%	3%	4%	5%	4%	2%	3%	4%	2%	3%	5%	3%	4%	
Don't know	73	10	54	3	7	15	5	7	4	6	36	62	2	6	2	61	12	
	3%	3%	4%	3%	2%	4%	2%	2%	2%	2%	5% fgh	3%	2%	4%	3%	3%	4%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 28**

**Q16. Do you receive one bill from your landline provider (LANDLINE SUPPER) that covers both landline and broadband charges, or do you get separate bills from (LANDLINE SUPPER) for landline and broadband? (SINGLE CODE)**

Base : Those using the same provider for landline and fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	*n	o	*p
Unweighted total	2223	2135	2223	2157	2223	171	2223	1336	928	-	2223	66	2157	2157	-	66	-
Effective Weighted Sample	1892	1818	1892	1836	1892	145	1892	1142	802	-	1892	57	1836	1836	-	57	-
Total	2346	2240	2346	2285	2346	194	2346	1421	1016	-	2346	61	2285	2285	-	61	-
Both landline and broadband on one bill	2169	2088	2169	2116	2169	176	2169	1332	952	-	2169	54	2116	2116	-	54	-
	92%	93%	92%	93%	92%	91%	92%	94%	94%	-%	92%	88%	93%	93%	-%	88%	-%
Separate bills for landline and broadband	83	74	83	79	83	9	83	48	30	-	83	4	79	79	-	4	-
	4%	3%	4%	3%	4%	4%	4%	3%	3%	-%	4%	6%	3%	3%	-%	6%	-%
Don't know	73	61	73	72	73	7	73	34	29	-	73	2	72	72	-	2	-
	3%	3%	3%	3%	3%	3%	3%	2%	3%	-%	3%	2%	3%	3%	-%	2%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 28**

**Q16. Do you receive one bill from your landline provider (LANDLINE SUPPER) that covers both landline and broadband charges, or do you get separate bills from (LANDLINE SUPPER) for landline and broadband? (SINGLE CODE)**

Base : Those using the same provider for landline and fixed broadband

		PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER							SWITCHING LANDLINE						
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%	Total	*a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	2223	-	2223	633	554	84	298	470	94	23	811	1412	65	267	1034	1301	922
Effective Weighted Sample	1892	-	1892	524	478	74	253	407	80	20	677	1214	56	232	875	1099	795
Total	2346	-	2346	660	603	86	302	507	91	23	837	1509	73	324	995	1320	1026
Both landline and broadband on one bill	2169 92%	- -%	2169 92%	611 93% l	567 94% l	77 90% l	275 91% l	477 94% l	89 98% efkl	20 88%	777 93% l	1392 92% l	53 72%	306 94%	925 93%	1231 93%	938 91%
Separate bills for landline and broadband	83 4%	- -%	83 4%	24 4%	14 2%	4 5%	14 5%	23 4%	2 2%	2 10%	29 4%	54 4%	1 2%	4 1%	41 4% m	45 3%	38 4%
Don't know	73 3%	- -%	73 3%	26 4% g	22 4% g	4 4%	13 4% g	7 1%	- -%	1 2%	29 4% g	44 3%	2 2%	8 2%	18 2%	26 2%	47 5% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 28**

**Q16. Do you receive one bill from your landline provider (LANDLINE SUPPER) that covers both landline and broadband charges, or do you get separate bills from (LANDLINE SUPPER) for landline and broadband? (SINGLE CODE)**

Base : Those using the same provider for landline and fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2223	574	1340	397	486	839	1590	287	346	898	1629	267	327	1099	1657	257	243
Effective Weighted Sample	1892	482	1131	341	428	717	1346	244	311	762	1380	227	294	976	1431	202	203
Total	2346	559	1334	421	591	808	1593	319	434	869	1632	304	410	1232	1786	250	249
Both landline and broadband on one bill	2169	516	1220	397	552	745	1471	303	396	800	1504	290	375	1150	1661	231	224
	92%	92%	92%	94%	93%	92%	92%	95%	91%	92%	92%	95%	92%	93%	93%	92%	90%
Separate bills for landline and broadband	83	23	60	11	12	29	62	7	15	34	67	5	11	45	65	6	9
	4%	4%	5%	3%	2%	4%	4%	2%	3%	4%	4%	2%	3%	4%	4%	2%	3%
			d														
Don't know	73	9	38	11	24	24	44	9	21	24	44	8	21	32	47	11	13
	3%	2%	3%	3%	4%	3%	3%	3%	5%	3%	3%	3%	5%	3%	3%	4%	5%
					a								j				mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 28**

**Q16. Do you receive one bill from your landline provider (LANDLINE SUPPER) that covers both landline and broadband charges, or do you get separate bills from (LANDLINE SUPPER) for landline and broadband? (SINGLE CODE)**

Base : Those using the same provider for landline and fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2223	716	1098	617	823	302	353	173	590	1179	93	1268	518	436	227	82
Effective Weighted Sample	1892	624	943	534	705	248	304	150	504	1036	72	1100	453	375	193	77
Total	2346	818	1204	597	818	323	341	176	580	1319	94	1482	425	438	257	93
Both landline and broadband on one bill	2169	775	1127	547	755	288	310	153	525	1246	82	1382	396	391	234	87
	92%	95% ce	94% e	92%	92%	89%	91%	87%	90%	94% fghj	87%	93% m	93% m	89%	91%	94%
Separate bills for landline and broadband	83	17	38	21	30	14	21	7	31	30	5	51	14	18	10	2
	4%	2%	3%	4%	4%	4%	6% i	4%	5% i	2%	5%	3%	3%	4%	4%	2%
Don't know	73	21	32	18	21	20	9	13	22	34	3	40	10	24	5	1
	3%	3%	3%	3%	3%	6% abcd	3%	7% fi	4%	3%	3%	3%	2%	5% kl	2%	1%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 29**

**Q17. Have you or your household ever changed the company that provides your landline phone service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for line rental and the other for usage IF YES - When did you most recently change supplier for your landline phone service? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
In the last 12 months	345	161	185	43	90	76	51	50	20	14	167	34	81	87	94	84	48	36
	12%	12%	13%	17%	16%	16%	10%	13%	6%	5%	16%	5%	10%	11%	15%	14%	14%	12%
				fhik	fhik	fhik	hik	hik			fhik				l			
Longer ago	1124	578	546	70	163	216	236	178	152	109	379	261	341	316	251	214	120	95
	40%	42%	38%	27%	30%	46%	47%	47%	45%	38%	37%	42%	43%	42%	41%	35%	36%	33%
						cdij	cdij	cdij	cdj	cd	cd	cd	opq	oq	oq			
No - never changed supplier	1269	607	662	129	284	171	217	149	159	161	454	320	354	337	264	311	157	154
	46%	44%	47%	51%	51%	37%	43%	39%	48%	56%	45%	51%	45%	45%	43%	50%	48%	53%
				eg	efgj				eg	efghj	e	efgj				mn		lmn
Don't know	46	19	27	12	16	4	3	4	3	3	20	7	11	16	9	9	4	5
	2%	1%	2%	5%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%
				efghijk	efgk													

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 29**

**Q17. Have you or your household ever changed the company that provides your landline phone service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for line rental and the other for usage IF YES - When did you most recently change supplier for your landline phone service? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
In the last 12 months	345	24	237	10	74	86	44	47	42	41	84	303	11	26	5	290	55
	12%	5%	14%	7%	16%	18%	11%	12%	14%	17%	9%	13%	8%	12%	6%	12%	14%
			ac		ac	fgj			j	ij		l					
Longer ago	1124	203	706	59	156	173	181	178	140	84	368	938	59	88	40	995	129
	40%	43%	42%	38%	34%	35%	45%	45%	45%	35%	39%	40%	42%	39%	47%	42%	33%
		d	d				eij	ei	ei							p	
No - never changed supplier	1269	237	719	83	228	226	172	167	123	113	469	1056	68	106	39	1071	198
	46%	51%	42%	53%	49%	46%	43%	42%	40%	47%	49%	45%	49%	48%	47%	45%	51%
		b		b	b						fgh					o	
Don't know	46	3	34	4	5	3	4	6	3	3	28	41	1	3	-	38	8
	2%	1%	2%	3%	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%	-%	2%	2%
			a	a							ef						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
In the last 12 months	345	328	345	338	334	40	338	207	151	11	334	7	338	328	10	6	1
	12%	12%	12%	13%	14%	17%	14%	13%	14%	3%	14%	5%	13%	14%	4%	9%	1%
											iknp		iknp	iknp		p	
Longer ago	1124	1097	1124	1083	1024	92	1032	697	457	100	1024	41	1083	995	88	28	12
	40%	41%	40%	41%	41%	40%	41%	44%	43%	32%	41%	26%	41%	42%	39%	40%	14%
								ab		p	ikp		ikp	ikp	kp	kp	
No - never changed supplier	1269	1208	1269	1161	1075	98	1090	643	449	194	1075	108	1161	1039	122	36	72
	46%	45%	46%	44%	44%	43%	44%	41%	42%	62%	44%	68%	44%	43%	54%	51%	81%
		g	g							jlm		jlmno			jlm		ijklmno
Don't know	46	41	46	43	36	*	36	22	18	10	36	3	43	36	7	-	3
	2%	2%	2%	2%	1%	1%	1%	1%	2%	3%	1%	2%	2%	2%	3%	1%	3%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

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Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
In the last 12 months	345	6	324	86	102	14	31	61	17	6	117	226	25	345	-	345	-
	12%	6%	14%	9%	16%	16%	10%	11%	18%	17%	11%	14%	26%	100%	-%	23%	-%
			a		cfgj				cfj			cj	cdfgjk	nop		np	
Longer ago	1124	26	995	200	306	53	167	263	57	26	309	813	51	-	1124	1124	-
	40%	24%	42%	22%	47%	58%	52%	48%	61%	66%	28%	49%	54%	-%	100%	77%	-%
			a		cj	cj	cj	cj	cdgjk	cdgj	c	cj	cj		mop	mp	
No - never changed supplier	1269	73	994	625	231	22	117	220	20	7	667	596	19	-	-	-	1269
	46%	68%	42%	67%	35%	24%	37%	40%	21%	18%	60%	36%	20%	-%	-%	-%	96%
		b		defghijkl	ehil		ehil	ehil			defghikl	ehil					mno
Don't know	46	3	32	17	13	2	5	6	-	-	20	25	1	-	-	-	46
	2%	3%	1%	2%	2%	3%	2%	1%	-%	-%	2%	2%	1%	-%	-%	-%	4%
																	mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST		LESS THAN		AT LEAST		LESS THAN		AT LEAST		LESS THAN		AT LEAST		LESS THAN	
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
In the last 12 months	345	82	177	52	116	120	221	42	82	125	225	39	81	198	276	34	27
	12%	12%	11%	11%	18%	12%	11%	12%	17%	12%	11%	11%	18%	15%	14%	11%	9%
					abc				efg				ijk	p	p		
Longer ago	1124	300	734	203	187	433	844	158	122	466	866	148	110	537	824	138	121
	40%	42%	44%	42%	29%	43%	43%	44%	26%	43%	43%	44%	25%	40%	41%	43%	40%
		d	d	d		h	h	h		l	l	l					
No - never changed supplier	1269	314	730	223	316	438	863	152	254	477	880	149	240	595	872	143	147
	46%	44%	44%	46%	50%	43%	44%	43%	54%	44%	44%	44%	54%	44%	44%	45%	48%
					b				efg				ijk				
Don't know	46	13	26	4	16	17	29	4	13	17	30	4	13	22	31	2	10
	2%	2%	2%	1%	2%	2%	1%	1%	3%	2%	1%	1%	3%	2%	2%	1%	3%
																	o

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE	TO RECEIVE	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	AGREE													
		DISAGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
In the last 12 months	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
	12%	15% cd	15% cd	9%	9%	12%	10%	9%	10%	14% fgh	13%	14% l	6%	14% l	19%	17%
Longer ago	1124	326	510	338	456	157	186	102	316	577	53	678	275	171	108	41
	40%	37%	39%	41%	42% a	41%	38%	40%	38%	41%	46%	41% m	44% m	34%	39%	41%
No - never changed supplier	1269	405	589	401	515	165	248	126	416	606	45	705	310	254	109	41
	46%	46%	45%	49%	48%	43%	51% ij	49%	50% ij	43%	39%	43%	49% k	50% k	40%	42%
Don't know	46	12	16	7	13	17	10	7	16	22	3	24	7	15	6	*
	2%	1%	1%	1%	1%	4% abcd	2%	3%	2%	2%	2%	1%	1%	3% kl	2%	***

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those with fixed broadband

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2518	1220	1298	192	403	450	475	432	373	193	853	566	758	717	475	567	294	273	
Effective Weighted Sample	2046	1005	1041	172	346	382	392	346	310	162	715	472	587	589	405	474	254	220	
Total	2469	1216	1252	244	525	443	472	346	279	160	969	439	737	701	522	508	280	228	
In the last 12 months	354	166	188	48	93	79	52	46	23	14	172	37	93	90	91	81	43	39	
	14%	14%	15%	20%	18%	18%	11%	13%	8%	9%	18%	8%	13%	13%	17%	16%	15%	17%	
Longer ago				fhik	fhik	fhik		hk			fhik				lm				
	945	482	463	63	159	197	202	153	112	59	357	171	308	269	198	170	105	65	
	38%	40%	37%	26%	30%	45%	43%	44%	40%	37%	37%	39%	42%	38%	38%	33%	37%	29%	
No - never changed supplier						cdj	cdj	cdj	cd	c	cd	cd	oq	q	q		q		
	1136	552	584	121	267	163	216	143	140	85	430	225	327	333	227	249	129	120	
	46%	45%	47%	50%	51%	37%	46%	41%	50%	53%	44%	51%	44%	47%	44%	49%	46%	53%	
				e	egj		e		eg	egj	e	egj						ln	
Don't know	34	16	18	12	7	4	2	4	4	2	10	6	10	10	7	7	3	4	
	1%	1%	1%	5%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	
				defghjk															

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

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Base : Those with fixed broadband

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	440	1510	126	441	421	387	372	310	241	787	2108	219	126	65	2124	394
Effective Weighted Sample	2046	368	1235	105	374	343	308	293	243	180	684	1744	201	109	59	1744	302
Total	2469	348	1613	91	417	392	365	382	301	238	791	2088	121	181	78	2111	358
In the last 12 months	354 14%	25 7%	248 15% a	12 14% a	69 17% a	87 22% fghj	46 13%	48 13%	44 15%	45 19% j	84 11%	309 15% l	11 9%	28 15%	6 8%	300 14%	54 15%
Longer ago	945 38%	137 39%	638 40% d	34 37%	136 33%	119 30%	146 40% e	156 41% e	135 45% ei	77 32%	313 40% e	799 38%	51 42%	63 35%	32 41%	823 39%	122 34%
No - never changed supplier	1136 46%	183 53% b	704 44%	42 46%	207 50% b	179 46%	172 47%	176 46%	119 39%	112 47%	377 48% h	948 45%	58 48%	89 49%	40 51%	958 45%	178 50%
Don't know	34 1%	3 1%	23 1%	3 3%	5 1%	7 2%	2 1%	2 *%	3 1%	3 1%	17 2% g	32 2%	1 1%	1 1%	- -%	29 1%	5 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



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Base : Those with fixed broadband

	Total	SERVICES AT HOME								SERVICES							
		LAND-LINE PHONE	LAND-LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	*n	o	*p
Unweighted total	2518	2425	2518	2433	2518	197	2518	1480	1038	-	2518	85	2433	2433	-	85	-
Effective Weighted Sample	2046	1969	2046	1978	2046	157	2046	1215	853	-	2046	70	1978	1978	-	70	-
Total	2469	2359	2469	2398	2469	203	2469	1479	1055	-	2469	71	2398	2398	-	71	-
In the last 12 months	354	335	354	348	354	39	354	217	157	-	354	6	348	348	-	6	-
	14%	14%	14%	14%	14%	19%	14%	15%	15%	-%	14%	9%	14%	14%	-%	9%	-%
Longer ago	945	917	945	923	945	76	945	598	429	-	945	22	923	923	-	22	-
	38%	39%	38%	38%	38%	37%	38%	40%	41%	-%	38%	32%	38%	38%	-%	32%	-%
No - never changed supplier	1136	1077	1136	1095	1136	88	1136	648	454	-	1136	40	1095	1095	-	40	-
	46%	46%	46%	46%	46%	44%	46%	44%	43%	-%	46%	57%	46%	46%	-%	57%	-%
Don't know	34	30	34	32	34	1	34	17	14	-	34	1	32	32	-	1	-
	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	1%	2%	1%	1%	-%	2%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

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Base : Those with fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	282	2223	864	561	89	306	473	98	31	1051	1458	85	286	1110	1396	1122
Effective Weighted Sample	2046	226	1892	643	483	77	257	408	82	24	801	1238	67	243	914	1148	899
Total	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
In the last 12 months	354 14%	11 10%	341 15%	96 13%	101 17% f	15 17%	31 10%	62 12%	17 18% f	6 26% f	128 14%	225 15%	23 29% cdfgjk	319 95% nop	19 2%	338 25% np	16 1%
Longer ago	945 38%	27 25%	914 39% a	196 26%	257 42% cj	46 52% cgj	142 47% cgj	194 38% cj	59 64% cdfgijkl	11 43%	300 32% c	642 42% cj	38 46% cj	8 2%	853 83% mop	861 63% mp	84 8% m
No - never changed supplier	1136 46%	66 61% b	1061 45%	445 59% defghijkl	238 39% hl	24 28%	130 43% ehl	247 49% dehkl	16 17%	8 32%	485 52% defhikl	644 42% ehl	20 25%	6 2%	149 15% mo	155 11% m	981 88% mno
Don't know	34 1%	4 3% b	30 1%	13 2%	11 2%	2 3%	2 1%	5 1%	1 1%	- -%	16 2%	18 1%	- -%	1 *%	3 *%	4 *%	30 3% mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 30**

**Q18. Have you or your household ever changed the company that provides your fixed broadband service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for line rental and the other for usage IF YES - When did you most recently change supplier for your fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	651	1542	467	509	949	1836	318	364	1018	1879	298	341	1171	1835	309	289
Effective Weighted Sample	2046	521	1240	377	441	778	1476	260	322	827	1512	244	302	1012	1521	228	229
Total	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
In the last 12 months	354	83	184	53	117	122	227	45	82	127	233	41	80	201	282	38	28
	14%	14%	13%	12%	19% abc	14%	13%	14%	19% f	14%	13%	13%	19% ijk	16% p	15%	14%	10%
Longer ago	945	228	587	185	173	341	691	148	107	367	707	138	100	487	729	99	95
	38%	39% d	41% d	41% d	29%	40% h	41% h	44% h	24%	40% l	41% l	43% l	24%	39%	39%	36%	35%
No - never changed supplier	1136	271	627	206	302	380	753	137	245	413	770	137	229	564	828	132	135
	46%	46%	44%	46%	50% b	45%	45%	41%	55% efg	45%	44%	43%	55% ijk	45%	45%	49%	50%
Don't know	34	5	18	4	12	9	20	4	10	9	22	2	9	11	19	2	12
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	4% mno

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 30**

**Q18. Have you or your household ever changed the company that provides your fixed broadband service? IF NECESSARY - This would include changing from one supplier for your whole service to using two suppliers - one for line rental and the other for usage IF YES - When did you most recently change supplier for your fixed broadband service? (SINGLE CODE)**

Base : Those with fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2518	767	1223	704	949	346	402	205	681	1260	110	1417	617	483	257	93
Effective Weighted Sample	2046	649	1004	585	774	273	332	168	555	1077	81	1177	512	400	208	82
Total	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
In the last 12 months	354	140	204	72	100	50	49	23	85	199	17	244	42	68	56	18
	14%	17%	16%	11%	12%	14%	13%	12%	14%	15%	16%	16%	9%	15%	21%	19%
		cd	cd									l		l		
Longer ago	945	302	473	246	336	135	137	71	229	537	40	603	188	154	99	41
	38%	36%	38%	39%	39%	39%	38%	37%	37%	40%	40%	39%	41%	34%	37%	43%
													m			
No - never changed supplier	1136	385	562	312	427	147	171	93	296	599	42	684	229	223	106	37
	46%	46%	45%	49%	49%	43%	47%	49%	48%	44%	41%	44%	49%	49%	40%	38%
Don't know	34	12	16	4	6	12	6	2	8	18	3	16	5	12	8	-
	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	3%	1%	1%	3%	3%	-%
						abcd								k		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	295	135	160	33	60	68	46	47	25	16	128	41	71	73	70	81	44	37
Effective Weighted Sample	251	118	133	30	52	60	43	38	20	15	110	35	60	63	60	72	40	33
Total	345	161	185	43	90	76	51	50	20	14	167	34	81	87	94	84	48	36
BT	100	51	49	9	32	20	9	18	5	7	51	12	22	28	24	26	12	14
	29%	32%	26%	22%	35%	26%	17%	37%	26%	50%	31%	36%	27%	32%	26%	31%	25%	39%
Sky	100	41	59	8	30	25	21	10	6	1	54	7	24	25	34	17	10	7
	29%	26%	32%	19%	33%	32%	41%	19%	28%	9%	33%	20%	29%	29%	37%	20%	21%	20%
TalkTalk	55	27	28	15	11	11	7	6	4	-	23	4	13	13	16	14	12	2
	16%	17%	15%	36%	13%	15%	13%	12%	21%	-%	14%	12%	16%	15%	17%	16%	25%	5%
Virgin Media	42	13	29	7	6	7	9	6	2	4	13	6	8	9	9	15	7	9
	12%	8%	16%	17%	7%	9%	18%	13%	10%	29%	8%	18%	10%	10%	10%	18%	14%	24%
Plusnet	13	7	6	1	5	2	3	2	-	1	6	1	1	4	2	5	3	3
	4%	4%	3%	3%	5%	2%	6%	4%	-%	5%	4%	2%	2%	5%	2%	6%	6%	7%
EE (inc. Orange/ T-Mobile)	12	9	3	-	4	3	1	2	1	1	7	2	5	2	3	2	-	2
	3%	6%	1%	-%	5%	4%	2%	4%	3%	6%	4%	4%	6%	3%	3%	2%	-%	5%
Vodafone	2	1	1	-	-	1	1	-	-	-	1	-	1	-	-	1	1	-
	1%	1%	1%	-%	-%	1%	3%	-%	-%	-%	1%	-%	2%	-%	-%	1%	2%	-%
Post Office	2	1	1	-	-	1	-	1	-	-	1	-	1	-	-	1	1	-
	1%	*%	1%	-%	-%	1%	-%	3%	-%	-%	1%	-%	1%	-%	-%	2%	3%	-%
SSE	2	-	2	-	2	-	-	-	-	-	2	-	2	-	-	-	-	-
	*%	-%	1%	-%	2%	-%	-%	-%	-%	-%	1%	-%	2%	-%	-%	-%	-%	-%
Utility Warehouse	2	1	1	-	-	1	-	-	1	-	1	1	-	1	1	-	-	-
	*%	*%	*%	-%	-%	1%	-%	-%	4%	-%	*%	2%	-%	1%	1%	-%	-%	-%
Homecall	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-
	*%	-%	1%	-%	-%	-%	-%	3%	-%	-%	-%	-%	-%	-%	-%	2%	3%	-%
Fuel Broadband	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	*%	1%	-%	-%	-%	-%	-%	-%	4%	-%	-%	3%	-%	1%	-%	-%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

		GENDER		AGE									SEG					
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	295	135	160	33	60	68	46	47	25	16	128	41	71	73	70	81	44	37
Effective Weighted Sample	251	118	133	30	52	60	43	38	20	15	110	35	60	63	60	72	40	33
Total	345	161	185	43	90	76	51	50	20	14	167	34	81	87	94	84	48	36
O2	*	*	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-
	*%	*%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%
Other	5	1	3	-	-	3	-	1	1	-	3	1	3	-	1	1	1	-
	1%	1%	2%	-%	-%	4%	-%	2%	3%	-%	2%	2%	3%	-%	1%	1%	1%	-%
Don't know	9	7	2	1	*	4	1	2	*	-	4	*	2	4	3	-	-	-
	2%	4%	1%	3%	*%	5%	1%	4%	1%	-%	3%	1%	2%	4%	3%	-%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

		SEG & AGE				INCOME						COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	*a	b	*c	d	e	f	g	h	i	j	k	*l	*m	*n	o	p
Unweighted total	295	28	186	13	68	78	39	38	34	33	73	259	17	15	4	248	47
Effective Weighted Sample	251	24	160	11	62	66	30	31	32	30	63	223	16	14	4	212	39
Total	345	24	237	10	74	86	44	47	42	41	84	303	11	26	5	290	55
BT	100	9	65	3	23	17	13	10	12	14	34	79	4	14	3	77	23
	29%	37%	27%	33%	31%	20%	29%	20%	28%	34%	41% e	26%	39%	53%	65%	27%	41%
Sky	100	4	79	3	14	24	11	11	19	15	19	92	3	5	-	89	11
	29%	17%	33% d	26%	20%	28%	26%	24%	46% j	35%	23%	30%	28%	17%	-%	31%	20%
TalkTalk	55	4	37	-	14	13	7	11	4	7	12	48	2	3	2	49	6
	16%	18%	16%	-%	18%	15%	16%	24%	11%	17%	14%	16%	18%	12%	35%	17%	11%
Virgin Media	42	4	22	2	13	18	5	10	2	2	4	41	1	-	-	37	4
	12%	16%	9%	21%	18%	21% j	11%	21% j	6%	6%	4%	14%	5%	-%	-%	13%	8%
Plusnet	13	-	8	1	5	3	6	3	1	-	1	11	-	2	-	12	1
	4%	-%	3%	7%	6%	3%	13% j	5%	3%	-%	2%	4%	-%	6%	-%	4%	1%
EE (inc. Orange/ T-Mobile)	12	1	9	1	1	2	-	*	1	-	8	11	-	1	-	8	4
	3%	4%	4%	7%	2%	3%	-%	1%	3%	-%	10%	3%	-%	5%	-%	3%	7%
Vodafone	2	-	1	-	1	2	-	-	-	-	-	2	-	-	-	2	-
	1%	-%	1%	-%	1%	3%	-%	-%	-%	-%	-%	1%	-%	-%	-%	1%	-%
Post Office	2	-	1	-	1	-	-	1	1	-	*	2	*	-	-	1	1
	1%	-%	*%	-%	2%	-%	-%	2%	2%	-%	1%	1%	4%	-%	-%	*%	2%
SSE	2	-	2	-	-	-	2	-	-	-	-	2	-	-	-	-	2
	*%	-%	1%	-%	-%	-%	4%	-%	-%	-%	-%	1%	-%	-%	-%	-%	3% o
Utility Warehouse	2	1	1	-	-	-	1	-	-	-	1	2	-	-	-	2	-
	*%	3%	*%	-%	-%	-%	2%	-%	-%	-%	1%	1%	-%	-%	-%	1%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	295	28	186	13	68	78	39	38	34	33	73	259	17	15	4	248	47
Effective Weighted Sample	251	24	160	11	62	66	30	31	32	30	63	223	16	14	4	212	39
Total	345	24	237	10	74	86	44	47	42	41	84	303	11	26	5	290	55
Homecall	1 *%	- -%	- -%	- -%	1 2%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 5%	- -%	1 *%	- -%
Fuel Broadband	1 *%	1 4%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%
O2	* *%	- -%	* *%	- -%	- -%	- -%	- -%	* 1%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	* *%	- -%
Other	5 1%	- -%	4 2%	1 6%	- -%	2 2%	- -%	- -%	- -%	3 7% j	- -%	5 2%	- -%	- -%	- -%	1 *%	4 7% o
Don't know	9 2%	* 1%	8 4%	- -%	- -%	3 3%	- -%	1 2%	1 2%	1 2%	4 4%	8 3%	1 6%	- -%	- -%	9 3%	- -%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	SERVICES AT HOME								SERVICES							
		LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	295	282	295	287	286	38	289	174	125	9	286	8	287	279	8	7	1
Effective Weighted Sample	251	239	251	245	243	31	245	149	111	9	243	6	245	237	8	5	1
Total	345	328	345	338	334	40	338	207	151	11	334	7	338	328	10	6	1
BT	100 29%	96 29%	100 29%	96 28%	97 29%	12 29%	97 29%	63 30%	44 29%	3 31%	97 29%	4 52%	96 28%	94 29%	2 24%	3 44%	1 100%
Sky	100 29%	96 29%	100 29%	97 29%	98 29%	9 23%	98 29%	68 33%	46 31%	2 21%	98 29%	3 35%	97 29%	95 29%	2 23%	3 40%	- -%
TalkTalk	55 16%	53 16%	55 16%	54 16%	52 16%	12 31%	54 16%	33 16%	25 17%	3 24%	52 16%	1 13%	54 16%	51 16%	3 27%	1 16%	- -%
Virgin Media	42 12%	40 12%	42 12%	42 12%	39 12%	4 10%	41 12%	25 12%	20 13%	3 23%	39 12%	- -%	42 12%	39 12%	3 26%	- -%	- -%
Plusnet	13 4%	11 3%	13 4%	13 4%	13 4%	1 2%	13 4%	3 2%	5 3%	- -%	13 4%	- -%	13 4%	13 4%	- -%	- -%	- -%
EE (inc. Orange/ T-Mobile)	12 3%	12 4%	12 3%	12 4%	12 4%	* 1%	12 4%	4 2%	3 2%	- -%	12 4%	- -%	12 4%	12 4%	- -%	- -%	- -%
Vodafone	2 1%	1 *%	2 1%	2 1%	2 1%	1 2%	2 1%	2 1%	1 1%	- -%	2 1%	- -%	2 1%	2 1%	- -%	- -%	- -%
Post Office	2 1%	2 1%	2 1%	2 1%	2 1%	- -%	2 1%	1 1%	1 1%	- -%	2 1%	- -%	2 1%	2 1%	- -%	- -%	- -%
SSE	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%
Utility Warehouse	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	1 *%	1 *%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%
Homecall	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Fuel Broadband	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	295	282	295	287	286	38	289	174	125	9	286	8	287	279	8	7	1
Effective Weighted Sample	251	239	251	245	243	31	245	149	111	9	243	6	245	237	8	5	1
Total	345	328	345	338	334	40	338	207	151	11	334	7	338	328	10	6	1
O2	*	*	*	*	*	*	*	*	*	-	*	-	*	*	-	-	-
	%	%	%	%	%	1%	%	%	%	-%	%	-%	%	%	-%	-%	-%
Other	5	5	5	5	5	-	5	4	1	-	5	-	5	5	-	-	-
	1%	1%	1%	1%	1%	-%	1%	2%	1%	-%	1%	-%	1%	1%	-%	-%	-%
Don't know	9	6	9	9	9	*	9	2	3	-	9	-	9	9	-	-	-
	2%	2%	2%	3%	3%	1%	3%	1%	2%	-%	3%	-%	3%	3%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

		PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE			
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%	Total	*a	b	c	d	*e	*f	g	*h	*i	j	k	*l	m	*n	o	*p
Unweighted total	295	16	267	67	83	15	29	51	15	7	97	196	25	295	-	295	-
Effective Weighted Sample	251	15	232	55	71	14	26	46	14	6	81	169	20	251	-	251	-
Total	345	6	324	86	102	14	31	61	17	6	117	226	25	345	-	345	-
BT	100 29%	2 25%	94 29%	- -%	53 cgj	2 13%	11 36%	13 22%	8 45%	4 55%	10 8%	90 40%	10 39%	100 29%	- -%	100 29%	- -%
Sky	100 29%	* 3%	97 30%	38 45% dk	- -%	8 57%	12 40%	26 43% dk	3 15%	1 13%	49 42% dk	51 23% d	11 43%	100 29%	- -%	100 29%	- -%
TalkTalk	55 16%	2 32%	50 16%	20 23%	17 17%	2 14%	- -%	12 20%	2 12%	1 10%	24 20%	31 14%	1 6%	55 16%	- -%	55 16%	- -%
Virgin Media	42 12%	- -%	39 12%	13 15% g	21 21% g	- -%	4 12%	- -%	3 17%	1 22%	15 13% g	26 12% g	- -%	42 12%	- -%	42 12%	- -%
Plusnet	13 4%	1 15%	11 3%	2 2%	6 6%	- -%	2 5%	2 3%	- -%	- -%	2 1%	10 5%	1 3%	13 4%	- -%	13 4%	- -%
EE (inc. Orange/ T-Mobile)	12 3%	* 7%	12 4%	4 5%	4 4%	- -%	1 2%	2 4%	- -%	- -%	4 3%	8 4%	1 5%	12 3%	- -%	12 3%	- -%
Vodafone	2 1%	- -%	2 1%	1 2%	- -%	- -%	- -%	1 1%	- -%	- -%	1 1%	1 *%	- -%	2 1%	- -%	2 1%	- -%
Post Office	2 1%	- -%	2 1%	* 1%	- -%	- -%	- -%	1 1%	1 5%	- -%	1 1%	1 *%	- -%	2 1%	- -%	2 1%	- -%
SSE	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	2 3%	- -%	- -%	- -%	2 1%	- -%	2 *%	- -%	2 *%	- -%
Utility Warehouse	2 *%	- -%	2 *%	- -%	1 1%	- -%	1 2%	- -%	- -%	- -%	- -%	2 1%	- -%	2 *%	- -%	2 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		*a	b	c	d	*e	*f	g	*h	*i	j	k	*l	m	*n	o	*p
Unweighted total	295	16	267	67	83	15	29	51	15	7	97	196	25	295	-	295	-
Effective Weighted Sample	251	15	232	55	71	14	26	46	14	6	81	169	20	251	-	251	-
Total	345	6	324	86	102	14	31	61	17	6	117	226	25	345	-	345	-
Homecall	1 *%	- -%	1 *%	- -%	- -%	1 9%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	- -%
Fuel Broadband	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 5%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	- -%
O2	* *%	* 8%	- -%	* 1%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%
Other	5 1%	- -%	5 1%	4 5% k	- -%	- -%	- -%	- -%	- -%	- -%	4 3% k	1 *%	1 3%	5 1%	- -%	5 1%	- -%
Don't know	9 2%	1 10%	7 2%	3 4%	- -%	1 7%	1 2%	2 3%	- -%	- -%	4 4%	3 1%	* 2%	9 2%	- -%	9 2%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	295	80	163	46	86	114	203	32	60	120	206	30	59	164	238	26	23
Effective Weighted Sample	251	66	137	38	77	97	171	27	55	102	174	25	54	146	207	20	19
Total	345	82	177	52	116	120	221	42	82	125	225	39	81	198	276	34	27
BT	100	27	53	17	30	36	68	12	19	40	68	12	19	56	80	7	9
	29%	33%	30%	32%	26%	30%	31%	30%	23%	32%	30%	32%	24%	28%	29%	22%	34%
Sky	100	20	50	14	36	27	63	9	28	27	64	8	28	61	81	8	8
	29%	24%	28%	27%	31%	22%	29%	22%	34%	22%	29%	21%	34%	31%	29%	24%	29%
TalkTalk	55	8	28	10	17	21	35	9	12	21	36	7	12	30	42	7	5
	16%	10%	16%	20%	14%	17%	16%	21%	15%	17%	16%	18%	15%	15%	15%	21%	17%
Virgin Media	42	9	26	5	11	17	31	4	7	17	32	3	7	25	34	6	2
	12%	11%	14%	11%	9%	14%	14%	9%	8%	14%	14%	7%	8%	13%	12%	17%	9%
Plusnet	13	5	5	*	7	5	7	3	3	5	7	3	3	3	12	-	1
	4%	6%	3%	1%	6%	4%	3%	7%	4%	4%	3%	8%	4%	2%	4%	-%	3%
EE (inc. Orange/ T-Mobile)	12	6	6	1	5	5	6	4	3	6	6	4	3	10	10	2	-
	3%	7%	3%	2%	4%	4%	3%	9%	3%	5%	3%	9%	3%	5%	4%	6%	-%
Vodafone	2	-	-	-	2	-	-	-	2	-	-	-	2	1	2	-	-
	1%	-%	-%	-%	2%	-%	-%	-%	3%	-%	-%	-%	3%	*%	1%	-%	-%
									f				j				
Post Office	2	1	1	1	-	1	1	-	1	1	1	1	-	1	1	-	1
	1%	2%	1%	2%	-%	1%	1%	-%	1%	1%	1%	2%	-%	1%	*%	-%	3%
SSE	2	-	-	-	2	-	-	-	2	-	-	-	2	2	2	-	-
	*%	-%	-%	-%	1%	-%	-%	-%	2%	-%	-%	-%	2%	1%	1%	-%	-%
Utility Warehouse	2	-	-	1	1	-	-	1	1	-	-	1	1	2	2	-	-
	*%	-%	-%	2%	1%	-%	-%	2%	1%	-%	-%	2%	1%	1%	1%	-%	-%
Homecall	1	-	1	-	-	1	1	-	-	1	1	-	-	-	1	-	-
	*%	-%	1%	-%	-%	1%	1%	-%	-%	1%	1%	-%	-%	-%	*%	-%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	295	80	163	46	86	114	203	32	60	120	206	30	59	164	238	26	23
Effective Weighted Sample	251	66	137	38	77	97	171	27	55	102	174	25	54	146	207	20	19
Total	345	82	177	52	116	120	221	42	82	125	225	39	81	198	276	34	27
Fuel Broadband	1 *%	- -%	- -%	1 2%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%
O2	* *%	* 1%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%
Other	5 1%	5 6%	5 3%	- -%	- -%	5 4%	5 2%	- -%	- -%	5 4%	5 2%	- -%	- -%	2 1%	2 1%	3 8%	- -%
Don't know	9 2%	1 2%	2 1%	1 3%	5 4%	2 2%	3 2%	- -%	5 6%	3 2%	3 2%	- -%	5 6%	4 2%	6 2%	1 2%	2 6%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o	
Unweighted total	295	106	169	68	89	37	49	24	86	152	14	185	47	63	41	14
Effective Weighted Sample	251	94	146	61	76	30	44	22	74	137	11	160	41	56	33	14
Total	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
BT	100	32	49	26	34	17	22	5	31	53	2	67	10	22	15	6
	29%	24%	24%	37%	36%	36%	46% i	24%	37%	27%	14%	29%	27%	31%	28%	36%
Sky	100	46	65	18	27	8	6	11	20	61	3	76	8	16	21	7
	29%	34%	32%	25%	28%	18%	13%	49%	24%	32% f	22%	32%	21%	23%	40%	45%
TalkTalk	55	25	39	7	10	6	6	2	9	36	3	42	6	7	6	2
	16%	18%	19%	10%	10%	14%	12%	8%	10%	19%	20%	18%	16%	10%	12%	13%
Virgin Media	42	12	20	12	14	7	8	3	15	16	-	18	8	16	2	-
	12%	9%	10%	17%	15%	15%	16%	12%	18% i	8%	-%	8%	20% k	22% k	4%	-%
Plusnet	13	6	7	1	2	4	1	1	2	6	2	9	1	3	2	-
	4%	4%	4%	1%	2%	8%	2%	5%	3%	3%	11%	4%	2%	4%	4%	-%
EE (inc. Orange/ T-Mobile)	12	2	5	3	4	3	2	*	3	9	-	7	2	4	-	1
	3%	2%	2%	4%	4%	7%	5%	2%	3%	5%	-%	3%	4%	5%	-%	7%
Vodafone	2	2	2	-	-	-	-	-	-	1	1	1	-	1	-	-
	1%	2%	1%	-%	-%	-%	-%	-%	-%	1%	6%	1%	-%	1%	-%	-%
Post Office	2	1	1	1	1	-	-	-	1	-	1	1	1	-	-	-
	1%	1%	*%	2%	1%	-%	-%	-%	1%	-%	8%	1%	2%	-%	-%	-%
SSE	2	2	2	-	-	-	-	-	-	2	-	2	-	-	-	-
	*%	1%	1%	-%	-%	-%	-%	-%	-%	1%	-%	1%	-%	-%	-%	-%
Utility Warehouse	2	2	2	-	-	-	-	-	-	2	-	1	1	-	-	-
	*%	1%	1%	-%	-%	-%	-%	-%	-%	1%	-%	*%	2%	-%	-%	-%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 31**

**Q19. Which landline call service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY TOTAL AGREE	DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o	
Unweighted total	295	106	169	68	89	37	49	24	86	152	14	185	47	63	41	14
Effective Weighted Sample	251	94	146	61	76	30	44	22	74	137	11	160	41	56	33	14
Total	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
Homecall	1	-	-	1	1	-	1	-	1	-	-	1	-	-	-	-
	*%	-%	-%	2%	1%	-%	3%	-%	1%	-%	-%	1%	-%	-%	-%	-%
Fuel Broadband	1	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	*%	1%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	2%	-%	-%	-%
O2	*	*	*	-	-	-	-	-	-	-	-	*	-	-	*	-
	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	1%	-%
Other	5	1	4	1	1	-	-	-	1	1	3	4	1	-	4	-
	1%	1%	2%	1%	1%	-%	-%	-%	1%	1%	18%	2%	2%	-%	7%	-%
Don't know	9	4	7	1	1	1	1	-	1	5	-	6	1	2	2	-
	2%	3%	3%	1%	1%	2%	3%	-%	2%	3%	-%	2%	3%	3%	3%	-%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	309	141	168	36	64	73	46	45	28	17	137	45	82	77	67	83	43	40
Effective Weighted Sample	258	121	137	33	54	62	43	35	23	15	114	38	69	65	56	72	38	34
Total	354	166	188	48	93	79	52	46	23	14	172	37	93	90	91	81	43	39
Sky	104	41	63	7	33	27	21	9	6	1	60	8	25	25	36	17	10	7
	29%	25%	33%	14%	35%	34%	41%	19%	27%	9%	35%	20%	27%	28%	40%	21%	24%	18%
					c	c	cgk				c				oq			
BT	91	50	41	10	26	19	8	16	6	7	45	13	25	22	20	23	8	15
	26%	30%	22%	20%	28%	23%	16%	34%	28%	48%	26%	35%	27%	25%	22%	29%	19%	40%
TalkTalk	55	25	29	13	13	10	7	7	5	*	23	5	13	15	12	14	12	2
	15%	15%	16%	28%	14%	13%	13%	15%	21%	2%	13%	14%	15%	16%	14%	18%	29%	5%
				j													q	
Virgin Media	44	15	29	8	8	7	9	6	2	4	15	6	11	9	10	14	5	9
	12%	9%	15%	17%	8%	9%	17%	14%	8%	30%	9%	16%	12%	10%	11%	18%	13%	23%
Plusnet	17	9	8	1	6	3	4	2	-	1	9	1	4	6	1	6	3	3
	5%	6%	4%	3%	6%	4%	8%	4%	-%	5%	5%	2%	4%	7%	1%	7%	8%	6%
EE (inc. Orange/ T-Mobile)	9	7	2	-	3	3	1	2	-	1	5	1	3	2	3	1	-	1
	3%	4%	1%	-%	3%	3%	2%	4%	-%	6%	3%	2%	3%	3%	3%	1%	-%	3%
Vodafone	5	1	4	3	-	1	1	-	-	-	1	-	1	1	2	1	1	-
	2%	1%	2%	7%	-%	1%	3%	-%	-%	-%	1%	-%	1%	2%	2%	1%	2%	-%
				j														
Post Office	2	1	1	-	-	1	-	1	-	-	1	-	1	-	-	1	1	-
	1%	*%	1%	-%	-%	1%	-%	3%	-%	-%	*%	-%	1%	-%	-%	2%	3%	-%
SSE	2	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-
	*%	1%	-%	3%	-%	-%	-%	-%	-%	-%	-%	-%	2%	-%	-%	-%	-%	-%
				j														
Utility Warehouse	2	1	1	-	-	1	-	-	1	-	1	1	-	1	1	-	-	-
	*%	*%	*%	-%	-%	1%	-%	-%	3%	-%	*%	2%	-%	1%	1%	-%	-%	-%
O2	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	*%	-%	1%	2%	-%	-%	-%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	309	141	168	36	64	73	46	45	28	17	137	45	82	77	67	83	43	40
Effective Weighted Sample	258	121	137	33	54	62	43	35	23	15	114	38	69	65	56	72	38	34
Total	354	166	188	48	93	79	52	46	23	14	172	37	93	90	91	81	43	39
John Lewis	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	*%	-%	*%	-%	1%	-%	-%	-%	-%	-%	1%	-%	-%	1%	-%	-%	-%	-%
Fuel Broadband	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	*%	1%	-%	-%	-%	-%	-%	-%	4%	-%	-%	2%	-%	1%	-%	-%	-%	-%
Primus	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-
	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%
Demon	*	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-
	*%	*%	-%	-%	-%	1%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%
Homecall	*	-	*	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-
	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%
Other	9	4	5	-	*	5	-	1	2	-	5	2	4	*	2	2	*	2
	3%	3%	3%	-%	*%	6%	-%	3%	9%	-%	3%	6%	5%	*%	2%	3%	1%	5%
Don't know	10	8	2	3	4	2	-	1	-	-	6	-	2	6	3	*	*	-
	3%	5%	1%	6%	4%	3%	-%	2%	-%	-%	4%	-%	2%	6%	3%	*%	1%	-%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	309	29	197	16	67	81	42	38	39	36	73	268	18	17	6	264	45
Effective Weighted Sample	258	25	166	13	59	68	32	30	34	32	62	227	17	15	5	220	38
Total	354	25	248	12	69	87	46	48	44	45	84	309	11	28	6	300	54
Sky	104	5	81	2	15	23	14	17	18	14	18	96	3	5	1	91	13
	29%	21%	33%	20%	22%	27%	31%	35%	40%	31%	22%	31%	26%	16%	10%	30%	24%
BT	91	9	59	4	19	18	13	5	12	16	28	70	4	14	3	70	21
	26%	35%	24%	35%	28%	21%	28%	11%	26%	36%	33%	23%	37%	50%	49%	23%	39%
										g	g						o
TalkTalk	55	4	36	1	13	14	6	11	5	7	11	46	2	6	-	50	5
	15%	17%	15%	7%	20%	16%	14%	23%	12%	14%	14%	15%	18%	23%	-%	17%	9%
Virgin Media	44	4	26	2	12	19	4	9	3	2	7	43	1	-	-	40	4
	12%	16%	11%	17%	18%	22%	9%	18%	7%	5%	8%	14%	9%	-%	-%	13%	8%
						ij											
Plusnet	17	-	11	1	5	3	6	3	1	1	2	15	1	2	-	16	1
	5%	-%	4%	6%	7%	3%	13%	7%	3%	3%	3%	5%	5%	6%	-%	5%	1%
						e											
EE (inc. Orange/ T-Mobile)	9	1	7	-	1	2	-	-	1	-	6	8	-	1	-	6	4
	3%	3%	3%	-%	2%	3%	-%	-%	3%	-%	7%	3%	-%	5%	-%	2%	7%
Vodafone	5	-	4	-	1	4	-	-	-	-	2	4	-	-	2	5	-
	2%	-%	2%	-%	1%	4%	-%	-%	-%	-%	2%	1%	-%	-%	26%	2%	-%
Post Office	2	-	1	-	1	-	-	1	1	-	*	2	*	-	-	1	1
	1%	-%	*%	-%	2%	-%	-%	2%	2%	-%	1%	1%	4%	-%	-%	*%	2%
SSE	2	-	2	-	-	-	-	-	-	-	2	2	-	-	-	2	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	-%	2%	1%	-%	-%	-%	1%	-%
Utility Warehouse	2	1	1	-	-	-	1	-	-	-	1	2	-	-	-	2	-
	*%	3%	*%	-%	-%	-%	2%	-%	-%	-%	1%	*%	-%	-%	-%	1%	-%
O2	1	-	1	-	-	1	-	-	-	-	-	-	-	-	1	1	-
	*%	-%	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	16%	*%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	*a	b	*c	d	e	f	g	h	i	j	k	*l	*m	*n	o	p
Unweighted total	309	29	197	16	67	81	42	38	39	36	73	268	18	17	6	264	45
Effective Weighted Sample	258	25	166	13	59	68	32	30	34	32	62	227	17	15	5	220	38
Total	354	25	248	12	69	87	46	48	44	45	84	309	11	28	6	300	54
John Lewis	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-
	*%	-%	*%	-%	-%	-%	2%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%
Fuel Broadband	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-
	*%	4%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%
Primus	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-
	*%	-%	*%	-%	-%	-%	-%	-%	1%	-%	-%	*%	-%	-%	-%	*%	-%
Demon	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-
	*%	-%	*%	-%	-%	-%	-%	1%	-%	-%	-%	*%	-%	-%	-%	*%	-%
Homecall	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-
	*%	-%	*%	-%	-%	-%	-%	1%	-%	-%	-%	*%	-%	-%	-%	*%	-%
Other	9	*	7	2	*	3	*	-	-	5	1	9	-	-	-	4	5
	3%	1%	3%	15%	1%	3%	1%	-%	-%	10%	2%	3%	-%	-%	-%	1%	9%
																	o
Don't know	10	-	10	-	*	-	-	2	3	-	6	10	-	-	-	10	-
	3%	-%	4%	-%	1%	-%	-%	4%	6%	-%	7%	3%	-%	-%	-%	3%	-%
									e		e						

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	309	293	309	302	309	39	309	188	135	-	309	7	302	302	-	7	-
Effective Weighted Sample	258	243	258	253	258	31	258	157	116	-	258	5	253	253	-	5	-
Total	354	335	354	348	354	39	354	217	157	-	354	6	348	348	-	6	-
Sky	104	98	104	101	104	9	104	68	45	-	104	2	101	101	-	2	-
	29%	29%	29%	29%	29%	24%	29%	31%	29%	-%	29%	37%	29%	29%	-%	37%	-%
BT	91	85	91	89	91	8	91	61	39	-	91	3	89	89	-	3	-
	26%	25%	26%	25%	26%	22%	26%	28%	25%	-%	26%	44%	25%	25%	-%	44%	-%
TalkTalk	55	52	55	53	55	9	55	31	24	-	55	1	53	53	-	1	-
	15%	16%	15%	15%	15%	23%	15%	14%	15%	-%	15%	19%	15%	15%	-%	19%	-%
Virgin Media	44	43	44	44	44	5	44	29	23	-	44	-	44	44	-	-	-
	12%	13%	12%	13%	12%	13%	12%	13%	14%	-%	12%	-%	13%	13%	-%	-%	-%
Plusnet	17	15	17	17	17	1	17	6	7	-	17	-	17	17	-	-	-
	5%	4%	5%	5%	5%	2%	5%	3%	5%	-%	5%	-%	5%	5%	-%	-%	-%
EE (inc. Orange/ T-Mobile)	9	9	9	9	9	-	9	2	3	-	9	-	9	9	-	-	-
	3%	3%	3%	3%	3%	-%	3%	1%	2%	-%	3%	-%	3%	3%	-%	-%	-%
Vodafone	5	4	5	5	5	4	5	5	4	-	5	-	5	5	-	-	-
	2%	1%	2%	2%	2%	10%	2%	2%	3%	-%	2%	-%	2%	2%	-%	-%	-%
						abcdfg											
Post Office	2	2	2	2	2	-	2	1	1	-	2	-	2	2	-	-	-
	1%	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	-%	1%	1%	-%	-%	-%
SSE	2	2	2	2	2	-	2	2	2	-	2	-	2	2	-	-	-
	*%	*%	*%	*%	*%	-%	*%	1%	1%	-%	*%	-%	*%	*%	-%	-%	-%
Utility Warehouse	2	2	2	2	2	-	2	1	1	-	2	-	2	2	-	-	-
	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	-%	-%	-%
O2	1	1	1	1	1	1	1	1	1	-	1	-	1	1	-	-	-
	*%	*%	*%	*%	*%	3%	*%	*%	1%	-%	*%	-%	*%	*%	-%	-%	-%
John Lewis	1	-	1	1	1	-	1	1	-	-	1	-	1	1	-	-	-
	*%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	309	293	309	302	309	39	309	188	135	-	309	7	302	302	-	7	-
Effective Weighted Sample	258	243	258	253	258	31	258	157	116	-	258	5	253	253	-	5	-
Total	354	335	354	348	354	39	354	217	157	-	354	6	348	348	-	6	-
Fuel Broadband	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Primus	* *%	* *%	* *%	* *%	* *%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%
Demon	* *%	* *%	* *%	* *%	* *%	* 1%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%
Homecall	* *%	* *%	* *%	* *%	* *%	* 1%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%
Other	9 3%	9 3%	9 3%	9 3%	9 3%	- -%	9 3%	6 3%	3 2%	- -%	9 3%	- -%	9 3%	9 3%	- -%	- -%	- -%
Don't know	10 3%	10 3%	10 3%	10 3%	10 3%	* 1%	10 3%	4 2%	5 3%	- -%	10 3%	- -%	10 3%	10 3%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		*a	b	c	d	*e	*f	g	*h	*i	j	k	*l	m	*n	o	*p
Unweighted total	309	28	279	81	83	15	28	53	15	7	111	197	25	268	22	290	19
Effective Weighted Sample	258	26	243	63	70	14	24	48	14	6	90	166	19	229	17	245	12
Total	354	11	341	96	101	15	31	62	17	6	128	225	23	319	19	338	16
Sky	104 29%	1 13%	102 30%	39 40% dk	1 1%	8 52%	16 53%	27 44% dk	3 15%	1 13%	49 38% dk	54 24% d	8 36%	96 30%	4 23%	100 30%	3 19%
BT	91 26%	1 13%	89 26%	1 1%	50 49% cgj	1 7%	7 23%	13 22% cj	8 45%	3 49%	10 7%	82 36% cj	8 35%	85 27%	5 25%	89 26%	2 13%
TalkTalk	55 15%	1 12%	53 16%	22 22%	14 14%	3 21%	* 1%	11 17%	2 12%	1 10%	27 21%	28 12%	2 8%	50 16%	4 23%	54 16%	* 1%
Virgin Media	44 12%	2 16%	43 12%	14 15% g	21 21% g	- -%	4 12%	- -%	3 17%	1 22%	17 13% g	27 12% g	* 2%	43 13%	* 3%	43 13%	1 7%
Plusnet	17 5%	1 13%	15 5%	4 4%	8 7%	- -%	2 5%	2 3%	- -%	- -%	4 3%	13 6%	2 9%	13 4%	2 11%	15 5%	2 10%
EE (inc. Orange/ T-Mobile)	9 3%	- -%	9 3%	4 4%	4 4%	- -%	- -%	1 1%	- -%	- -%	4 3%	6 3%	1 5%	9 3%	- -%	9 3%	- -%
Vodafone	5 2%	- -%	5 2%	1 1%	2 2%	- -%	- -%	2 4%	- -%	- -%	1 1%	4 2%	- -%	5 2%	- -%	5 2%	- -%
Post Office	2 1%	- -%	2 1%	* 1%	- -%	- -%	- -%	1 1%	1 5%	- -%	1 1%	1 *%	- -%	2 1%	- -%	2 1%	- -%
SSE	2 *%	- -%	2 *%	2 2%	- -%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%	2 10%
Utility Warehouse	2 *%	- -%	2 *%	- -%	1 1%	- -%	1 2%	- -%	- -%	- -%	- -%	2 1%	- -%	2 *%	- -%	2 *%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		*a	b	c	d	*e	*f	g	*h	*i	j	k	*l	m	*n	o	*p
Unweighted total	309	28	279	81	83	15	28	53	15	7	111	197	25	268	22	290	19
Effective Weighted Sample	258	26	243	63	70	14	24	48	14	6	90	166	19	229	17	245	12
Total	354	11	341	96	101	15	31	62	17	6	128	225	23	319	19	338	16
O2	1 *%	- -%	1 *%	- -%	- -%	1 6%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	1 5%	1 *%	- -%
John Lewis	1 *%	- -%	1 *%	- -%	- -%	1 6%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	- -%	1 6%
Fuel Broadband	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 5%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	- -%
Primus	* *%	* 4%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	* 6%	- -%	* *%	- -%	* *%	- -%	* *%	- -%
Demon	* *%	* 4%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%
Homecall	* *%	* 4%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%
Other	9 3%	1 12%	8 2%	7 8% k	1 1%	- -%	- -%	- -%	- -%	- -%	7 6% k	2 1%	1 3%	5 2%	* 2%	6 2%	3 21%
Don't know	10 3%	1 11%	8 2%	2 2%	- -%	1 7%	1 3%	5 7% d	- -%	- -%	3 2%	6 3%	1 3%	6 2%	2 8%	8 2%	2 14%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	309	83	174	48	87	117	212	36	61	123	218	32	59	169	250	29	23
Effective Weighted Sample	258	67	143	38	77	98	176	29	55	103	181	26	53	148	212	23	19
Total	354	83	184	53	117	122	227	45	82	127	233	41	80	201	282	38	28
Sky	104	18	47	15	42	26	60	13	31	26	62	11	31	65	85	8	8
	29%	21%	25%	28%	36%	21%	26%	28%	38%	21%	26%	26%	39%	32%	30%	22%	30%
BT	91	25	50	14	27	33	64	9	18	36	64	9	18	51	72	8	8
	26%	31%	27%	27%	23%	27%	28%	21%	22%	28%	27%	23%	23%	25%	26%	22%	29%
TalkTalk	55	7	27	13	15	21	36	9	10	21	37	7	10	29	43	6	5
	15%	8%	15%	24%	13%	17%	16%	19%	12%	17%	16%	17%	13%	15%	15%	16%	16%
Virgin Media	44	13	27	5	11	19	32	5	7	19	34	4	7	25	36	6	2
	12%	16%	15%	10%	10%	15%	14%	11%	8%	15%	14%	9%	9%	12%	13%	15%	9%
Plusnet	17	6	8	-	9	8	11	3	3	8	11	3	3	6	15	1	1
	5%	7%	4%	-%	7%	7%	5%	6%	4%	6%	5%	7%	4%	3%	5%	4%	3%
EE (inc. Orange/ T-Mobile)	9	5	5	1	3	5	5	4	1	5	5	4	1	7	7	2	-
	3%	6%	3%	2%	3%	4%	2%	8%	1%	4%	2%	9%	1%	4%	3%	5%	-%
Vodafone	5	-	1	-	4	-	1	-	4	-	1	-	4	3	5	-	-
	2%	-%	1%	-%	3%	-%	1%	-%	5%	-%	1%	-%	5%	1%	2%	-%	-%
Post Office	2	1	1	1	-	1	1	-	1	1	1	1	-	1	1	-	1
	1%	2%	1%	2%	-%	1%	1%	-%	1%	1%	1%	2%	-%	1%	*%	-%	3%
SSE	2	-	2	-	-	-	2	-	-	-	2	-	-	-	-	2	-
	*%	-%	1%	-%	-%	-%	1%	-%	-%	-%	1%	-%	-%	-%	-%	4%	-%
Utility Warehouse	2	-	-	1	1	-	-	1	1	-	-	1	1	2	2	-	-
	*%	-%	-%	1%	1%	-%	-%	2%	1%	-%	-%	2%	1%	1%	1%	-%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	309	83	174	48	87	117	212	36	61	123	218	32	59	169	250	29	23
Effective Weighted Sample	258	67	143	38	77	98	176	29	55	103	181	26	53	148	212	23	19
Total	354	83	184	53	117	122	227	45	82	127	233	41	80	201	282	38	28
O2	1 *%	- -%	1 1%	- -%	- -%	1 1%	1 *%	- -%	- -%	1 1%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%
John Lewis	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%
Fuel Broadband	1 *%	- -%	- -%	1 2%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%
Primus	* *%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	- -%
Demon	* *%	- -%	- -%	* 1%	- -%	- -%	- -%	* 1%	- -%	- -%	- -%	* 1%	- -%	- -%	* *%	- -%	- -%
Homecall	* *%	* *%	* *%	- -%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	* *%	- -%	- -%
Other	9 3%	5 6%	9 5%	* 1%	- -%	6 5%	9 4%	* 1%	- -%	6 5%	9 4%	* 1%	- -%	3 2%	3 1%	4 11%	2 5%
Don't know	10 3%	3 3%	4 2%	2 3%	5 4%	2 2%	3 1%	2 3%	6 7%	3 2%	4 2%	2 4%	5 6%	7 3%	9 3%	- -%	2 5%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			RETIRED													
Significance Level: 95%	a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o	
Unweighted total	309	112	173	73	96	40	52	25	90	160	15	195	51	63	44	16
Effective Weighted Sample	258	98	148	63	80	32	44	22	74	142	11	165	43	55	35	15
Total	354	140	204	72	100	50	49	23	85	199	17	244	42	68	56	18
Sky	104	49	66	17	27	11	6	10	20	68	3	79	9	16	20	7
	29%	35%	32%	24%	27%	21%	13%	44%	24%	34% f	21%	32%	22%	23%	35%	41%
BT	91	30	45	24	29	17	20	4	27	49	1	59	11	21	14	5
	26%	22%	22%	34%	29%	34%	41% i	17%	32%	25%	6%	24%	27%	30%	25%	26%
TalkTalk	55	24	39	6	9	6	7	1	9	37	2	42	7	5	7	2
	15%	17%	19% d	9%	9%	13%	14%	6%	10%	18%	10%	17%	17%	7%	12%	12%
Virgin Media	44	14	21	12	16	7	10	3	17	14	*	22	8	15	4	-
	12%	10%	10%	16%	16%	14%	19% i	14%	20% i	7%	3%	9%	18%	22% k	7%	-%
Plusnet	17	6	7	3	6	4	-	3	3	7	3	13	1	3	3	1
	5%	4%	4%	5%	6%	8%	-%	14%	4%	4%	19%	5%	2%	5%	6%	7%
EE (inc. Orange/ T-Mobile)	9	2	4	1	3	3	2	-	2	8	-	5	1	4	-	1
	3%	2%	2%	2%	3%	6%	4%	-%	2%	4%	-%	2%	2%	6%	-%	6%
Vodafone	5	4	5	-	-	-	-	-	-	4	1	4	-	1	1	-
	2%	3%	3%	-%	-%	-%	-%	-%	-%	2%	5%	2%	-%	1%	3%	-%
Post Office	2	1	1	1	1	-	-	-	1	-	1	1	1	-	-	-
	1%	1%	*%	2%	1%	-%	-%	-%	1%	-%	8%	1%	2%	-%	-%	-%
SSE	2	-	-	-	2	-	-	-	-	-	2	2	-	-	-	-
	*%	-%	-%	-%	2%	-%	-%	-%	-%	-%	10%	1%	-%	-%	-%	-%
Utility Warehouse	2	2	2	-	-	-	-	-	-	2	-	1	1	-	-	-
	*%	1%	1%	-%	-%	-%	-%	-%	-%	1%	-%	*%	2%	-%	-%	-%
Columns Tested:	a.b.c.d.e - f.g.h.i.j - k.l.m - n.o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 32**

**Q20. Which fixed broadband service provider did you switch from (in the last 12 months)? (SINGLE CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o	
Unweighted total	309	112	173	73	96	40	52	25	90	160	15	195	51	63	44	16
Effective Weighted Sample	258	98	148	63	80	32	44	22	74	142	11	165	43	55	35	15
Total	354	140	204	72	100	50	49	23	85	199	17	244	42	68	56	18
O2	1	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	%	1%	%	-%	-%	-%	-%	-%	-%	-%	-%	%	-%	-%	2%	-%
John Lewis	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	%	-%	%	-%	-%	-%	-%	-%	-%	-%	-%	%	-%	-%	-%	-%
Fuel Broadband	1	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	%	1%	%	-%	-%	-%	-%	-%	-%	%	-%	-%	2%	-%	-%	-%
Primus	*	-	-	-	*	-	-	*	*	-	-	*	-	-	*	-
	%	-%	-%	-%	%	-%	-%	2%	%	-%	-%	%	-%	-%	1%	-%
Demon	*	-	*	-	-	-	-	*	*	-	-	*	-	-	*	-
	%	-%	%	-%	-%	-%	-%	2%	%	-%	-%	%	-%	-%	1%	-%
Homecall	*	-	*	-	-	-	-	*	*	-	-	*	-	-	-	-
	%	-%	%	-%	-%	-%	-%	2%	%	-%	-%	%	-%	-%	-%	-%
Other	9	2	4	3	3	1	2	-	3	2	3	7	2	1	4	2
	3%	1%	2%	5%	3%	3%	3%	-%	4%	1%	19%	3%	4%	1%	7%	8%
Don't know	10	4	5	3	4	1	3	-	3	7	-	6	1	3	1	-
	3%	3%	3%	4%	4%	2%	5%	-%	3%	4%	-%	2%	3%	5%	2%	-%
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	295	135	160	33	60	68	46	47	25	16	128	41	71	73	70	81	44	37
Effective Weighted Sample	251	118	133	30	52	60	43	38	20	15	110	35	60	63	60	72	40	33
Total	345	161	185	43	90	76	51	50	20	14	167	34	81	87	94	84	48	36
For a better/ cheaper deal	242	117	124	27	61	52	40	35	16	11	112	27	49	66	67	60	33	27
	70%	73%	67%	62%	67%	68%	78%	71%	81%	77%	67%	80%	60%	76%	72%	71%	69%	73%
Poor service from previous supplier	78	41	38	13	21	16	8	11	5	3	37	8	24	19	15	20	15	5
	23%	25%	20%	31%	24%	21%	16%	23%	23%	24%	22%	24%	29%	22%	16%	24%	31%	15%
Faster broadband speeds	41	21	20	9	9	12	7	4	-	-	21	-	14	6	15	6	1	5
	12%	13%	11%	21%	10%	16%	14%	7%	-	-	13%	-	17%	7%	16%	7%	2%	13%
				k		k	k				k		p		p			
More reliable service	40	18	22	8	13	5	4	8	2	-	18	2	16	5	8	11	8	3
	12%	11%	12%	18%	14%	7%	8%	16%	8%	-	11%	5%	20%	6%	9%	13%	17%	8%
													m					
Moved home	31	13	17	7	10	7	1	2	1	2	17	3	4	16	6	6	1	5
	9%	8%	9%	17%	11%	9%	2%	5%	3%	17%	10%	9%	5%	18%	6%	7%	2%	13%
				f										Inop				
To bundle two or more services together with one supplier	25	12	13	4	10	3	5	1	1	1	13	2	5	7	8	6	4	2
	7%	7%	7%	10%	11%	4%	9%	2%	5%	5%	8%	5%	6%	8%	8%	7%	9%	5%
Better range of price plans	18	10	7	2	3	5	4	3	-	1	8	1	8	4	2	3	2	1
	5%	7%	4%	4%	3%	7%	8%	5%	-	5%	5%	2%	10%	5%	2%	3%	3%	4%
Good experience with new/ current supplier for other services	9	5	4	3	-	1	3	1	2	-	1	2	4	2	1	3	1	2
	3%	3%	2%	8%	-	1%	5%	1%	11%	-	1%	6%	5%	2%	1%	3%	1%	6%
				dj								j						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	295	135	160	33	60	68	46	47	25	16	128	41	71	73	70	81	44	37
Effective Weighted Sample	251	118	133	30	52	60	43	38	20	15	110	35	60	63	60	72	40	33
Total	345	161	185	43	90	76	51	50	20	14	167	34	81	87	94	84	48	36
Wanted a specific deal/ offer (e.g. all inclusive minutes)	7 2%	4 2%	3 2%	- -%	5 6%	1 2%	- -%	- -%	- -%	- -%	7 4%	- -%	4 5%	2 2%	- -%	1 2%	- -%	1 4%
New/ current supplier recommended to me	3 1%	2 1%	1 1%	- -%	2 2%	- -%	- -%	1 2%	- -%	- -%	2 1%	- -%	2 2%	- -%	1 1%	- -%	- -%	- -%
Wanted bigger download allowance	2 *%	- -%	2 1%	2 4% j	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 2%	- -%	- -%	- -%	- -%	- -%
Don't know	3 1%	3 2%	- -%	- -%	2 2%	- -%	- -%	1 2%	- -%	- -%	2 1%	- -%	2 2%	- -%	1 1%	- -%	- -%	- -%
DEAL/ PRICE	250 72%	121 76%	128 70%	27 62%	65 71%	56 73%	40 78%	35 71%	16 81%	11 77%	120 72%	27 80%	54 66%	66 76%	68 72%	62 75%	35 73%	28 77%
SERVICE QUALITY/ TRUSTED	128 37%	68 43%	60 32%	20 46%	37 41%	28 36%	17 33%	18 36%	6 29%	3 24%	65 39%	9 27%	39 48% m	25 29%	32 35%	32 38%	19 40%	13 36%
BUNDLED WITH OTHER SERVICE/S	25 7%	12 7%	13 7%	4 10%	10 11%	3 4%	5 9%	1 2%	1 5%	1 5%	13 8%	2 5%	5 6%	7 8%	8 8%	6 7%	4 9%	2 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i		ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%	Total																
Unweighted total	295	28	186	13	68	78	39	38	34	33	73	259	17	15	4	248	47
Effective Weighted Sample	251	24	160	11	62	66	30	31	32	30	63	223	16	14	4	212	39
Total	345	24	237	10	74	86	44	47	42	41	84	303	11	26	5	290	55
For a better/ cheaper deal	242	19	163	8	51	62	27	33	34	25	60	213	7	19	2	209	33
	70%	78%	69%	83%	69%	72%	62%	69%	81%	61%	71%	70%	67%	74%	44%	72%	60%
Poor service from previous supplier	78	6	52	2	18	15	18	10	5	9	21	64	2	10	3	64	14
	23%	27%	22%	17%	25%	17%	42% eh	21%	12%	21%	25%	21%	14%	37%	56%	22%	25%
Faster broadband speeds	41	-	35	-	6	6	2	6	13	6	8	40	-	-	1	37	5
	12%	-%	15%	-%	8%	7%	5%	12%	30% efj	16%	10%	13%	-%	-%	21%	13%	8%
More reliable service	40	2	28	-	11	9	5	6	6	6	8	38	*	1	1	35	5
	12%	7%	12%	-%	15%	11%	11%	12%	15%	15%	10%	12%	4%	5%	21%	12%	9%
Moved home	31	1	24	2	4	8	12	1	3	3	4	29	1	-	-	24	6
	9%	6%	10%	15%	5%	10%	26% eghij	3%	6%	6%	5%	10%	10%	-%	-%	8%	11%
To bundle two or more services together with one supplier	25	1	18	1	5	5	1	11	2	2	4	21	-	3	-	23	2
	7%	4%	8%	8%	7%	5%	3%	23% efhj	4%	6%	4%	7%	-%	13%	-%	8%	3%
Better range of price plans	18	-	15	1	2	-	2	4	3	3	7	16	-	-	1	15	2
	5%	-%	6%	6%	3%	-%	4%	8% e	6% e	7% e	8% e	5%	-%	-%	26%	5%	4%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	295	28	186	13	68	78	39	38	34	33	73	259	17	15	4	248	47
Effective Weighted Sample	251	24	160	11	62	66	30	31	32	30	63	223	16	14	4	212	39
Total	345	24	237	10	74	86	44	47	42	41	84	303	11	26	5	290	55
Good experience with new/ current supplier for other services	9 3%	2 9%	5 2%	- -%	3 4%	5 6%	- -%	- -%	2 4%	2 5%	1 1%	9 3%	1 5%	- -%	- -%	8 3%	1 2%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	7 2%	- -%	5 2%	- -%	1 2%	- -%	- -%	- -%	- -%	4 10% e	3 3%	6 2%	1 8%	- -%	- -%	7 2%	- -%
New/ current supplier recommended to me	3 1%	- -%	3 1%	- -%	- -%	1 1%	- -%	- -%	- -%	2 4%	- -%	3 1%	- -%	- -%	- -%	3 1%	- -%
Wanted bigger download allowance	2 *%	- -%	2 1%	- -%	- -%	- -%	2 4%	- -%	- -%	- -%	- -%	2 1%	- -%	- -%	- -%	- -%	2 3% o
Don't know	3 1%	- -%	3 1%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	2 2%	3 1%	- -%	- -%	- -%	3 1%	- -%
DEAL/ PRICE	250 72%	19 78%	169 71%	8 83%	54 73%	62 72%	27 62%	33 70%	34 81%	29 69%	64 76%	220 73%	8 75%	19 74%	2 44%	216 75%	33 60%
SERVICE QUALITY/ TRUSTED	128 37%	7 31%	89 38%	2 17%	30 41%	26 31%	20 46%	13 28%	16 38%	16 38%	37 44%	114 38%	2 18%	10 37%	3 56%	107 37%	21 38%
BUNDLED WITH OTHER SERVICE/S	25 7%	1 4%	18 8%	1 8%	5 7%	5 5%	1 3%	11 23% efhj	2 4%	2 6%	4 4%	21 7%	- -%	3 13%	- -%	23 8%	2 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB *i	LL & FBB j	LL & NO MOB *k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB *n	LL & FBB & NO MOB *o	LL & NO FBB & NO MOB *p
Significance Level: 95%																	
Unweighted total	295	282	295	287	286	38	289	174	125	9	286	8	287	279	8	7	1
Effective Weighted Sample	251	239	251	245	243	31	245	149	111	9	243	6	245	237	8	5	1
Total	345	328	345	338	334	40	338	207	151	11	334	7	338	328	10	6	1
For a better/ cheaper deal	242	231	242	236	234	34	238	143	98	7	234	6	236	229	6	5	1
	70%	70%	70%	70%	70%	87%	70%	69%	65%	66%	70%	79%	70%	70%	63%	76%	100%
						gh											
Poor service from previous supplier	78	75	78	76	77	8	77	53	31	2	77	2	76	75	2	2	-
	23%	23%	23%	23%	23%	21%	23%	26%	20%	15%	23%	28%	23%	23%	16%	33%	-%
Faster broadband speeds	41	39	41	41	40	5	40	28	18	1	40	-	41	40	1	-	-
	12%	12%	12%	12%	12%	12%	12%	14%	12%	13%	12%	-%	12%	12%	14%	-%	-%
More reliable service	40	38	40	40	39	4	39	30	19	1	39	-	40	39	1	-	-
	12%	12%	12%	12%	12%	10%	12%	14%	13%	11%	12%	-%	12%	12%	12%	-%	-%
Moved home	31	28	31	31	31	*	31	15	17	-	31	-	31	31	-	-	-
	9%	9%	9%	9%	9%	1%	9%	7%	12%	-%	9%	-%	9%	9%	-%	-%	-%
To bundle two or more services together with one supplier	25	23	25	24	25	1	25	16	13	-	25	*	24	24	-	*	-
	7%	7%	7%	7%	7%	4%	7%	8%	8%	-%	7%	3%	7%	7%	-%	3%	-%
Better range of price plans	18	18	18	18	16	3	16	12	7	2	16	-	18	16	2	-	-
	5%	5%	5%	5%	5%	7%	5%	6%	5%	15%	5%	-%	5%	5%	16%	-%	-%
Good experience with new/ current supplier for other services	9	8	9	9	9	1	9	7	5	-	9	-	9	9	-	-	-
	3%	2%	3%	3%	3%	2%	3%	3%	4%	-%	3%	-%	3%	3%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	295	282	295	287	286	38	289	174	125	9	286	8	287	279	8	7	1
Effective Weighted Sample	251	239	251	245	243	31	245	149	111	9	243	6	245	237	8	5	1
Total	345	328	345	338	334	40	338	207	151	11	334	7	338	328	10	6	1
Wanted a specific deal/ offer (e.g. all inclusive minutes)	7 2%	5 2%	7 2%	7 2%	6 2%	- -%	6 2%	5 3%	4 3%	1 8%	6 2%	- -%	7 2%	6 2%	1 9%	- -%	- -%
New/ current supplier recommended to me	3 1%	3 1%	3 1%	3 1%	3 1%	- -%	3 1%	2 1%	2 1%	- -%	3 1%	- -%	3 1%	3 1%	- -%	- -%	- -%
Wanted bigger download allowance	2 *%	2 *%	2 *%	2 *%	2 *%	2 4% b	2 *%	2 1%	2 1%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%
Don't know	3 1%	3 1%	3 1%	3 1%	3 1%	- -%	3 1%	2 1%	- -%	- -%	3 1%	- -%	3 1%	3 1%	- -%	- -%	- -%
DEAL/ PRICE	250 72%	239 73%	250 72%	244 72%	240 72%	35 88% h	244 72%	148 71%	102 68%	10 89%	240 72%	6 79%	244 72%	235 72%	9 88%	5 76%	1 100%
SERVICE QUALITY/ TRUSTED	128 37%	124 38%	128 37%	126 37%	124 37%	18 44%	124 37%	87 42%	57 38%	4 38%	124 37%	2 28%	126 37%	122 37%	4 42%	2 33%	- -%
BUNDLED WITH OTHER SERVICE/S	25 7%	23 7%	25 7%	24 7%	25 7%	1 4%	25 7%	16 8%	13 8%	- -%	25 7%	* 3%	24 7%	24 7%	- -%	* 3%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT *a	SAME b	BT c	SKY d	EE *e	TALK TALK *f	VIRGIN MEDIA g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS m	LONGER AGO *n	EVER o	NEVER/ DK *p
Significance Level: 95%																	
Unweighted total	295	16	267	67	83	15	29	51	15	7	97	196	25	295	-	295	-
Effective Weighted Sample	251	15	232	55	71	14	26	46	14	6	81	169	20	251	-	251	-
Total	345	6	324	86	102	14	31	61	17	6	117	226	25	345	-	345	-
For a better/ cheaper deal	242 70%	5 79%	226 70%	62 73%	68 67%	13 90%	19 60%	41 68%	13 74%	6 100%	88 75%	151 67%	16 65%	242 70%	- -%	242 70%	- -%
Poor service from previous supplier	78 23%	2 29%	75 23%	16 19%	28 27%	1 9%	8 25%	13 21%	7 42%	* 6%	25 21%	53 24%	5 20%	78 23%	- -%	78 23%	- -%
Faster broadband speeds	41 12%	1 20%	38 12%	20 23% dk	6 5%	1 7%	3 10%	7 11%	1 5%	1 20%	22 19% dk	19 9%	3 11%	41 12%	- -%	41 12%	- -%
More reliable service	40 12%	1 11%	39 12%	8 9%	13 13%	1 9%	4 13%	7 12%	4 26%	- -%	14 12%	27 12%	2 10%	40 12%	- -%	40 12%	- -%
Moved home	31 9%	- -%	29 9%	11 13%	5 5%	- -%	3 9%	6 9%	3 17%	- -%	14 12%	15 7%	1 5%	31 9%	- -%	31 9%	- -%
To bundle two or more services together with one supplier	25 7%	* 3%	24 8%	7 8%	7 7%	1 6%	2 8%	3 5%	2 15%	- -%	10 9%	14 6%	2 6%	25 7%	- -%	25 7%	- -%
Better range of price plans	18 5%	1 14%	15 5%	5 6%	6 6%	1 4%	3 11%	1 2%	- -%	- -%	6 5%	12 5%	1 5%	18 5%	- -%	18 5%	- -%
Good experience with new/ current supplier for other services	9 3%	- -%	9 3%	- -%	4 4%	1 7%	1 4%	3 4%	- -%	- -%	1 1%	8 4%	- -%	9 3%	- -%	9 3%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

		PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE			
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%	Total	*a	b	c	d	*e	*f	g	*h	*i	j	k	*l	m	*n	o	*p
Unweighted total	295	16	267	67	83	15	29	51	15	7	97	196	25	295	-	295	-
Effective Weighted Sample	251	15	232	55	71	14	26	46	14	6	81	169	20	251	-	251	-
Total	345	6	324	86	102	14	31	61	17	6	117	226	25	345	-	345	-
Wanted a specific deal/ offer (e.g. all inclusive minutes)	7 2%	- -%	6 2%	4 5%	2 1%	- -%	- -%	- -%	- -%	- -%	4 4%	2 1%	1 4%	7 2%	- -%	7 2%	- -%
New/ current supplier recommended to me	3 1%	- -%	3 1%	- -%	2 2%	- -%	- -%	- -%	1 6%	- -%	1 1%	2 1%	- -%	3 1%	- -%	3 1%	- -%
Wanted bigger download allowance	2 *%	- -%	2 *%	- -%	- -%	- -%	2 5%	- -%	- -%	- -%	- -%	2 1%	- -%	2 *%	- -%	2 *%	- -%
Don't know	3 1%	- -%	3 1%	- -%	- -%	- -%	- -%	3 5%	- -%	- -%	- -%	3 1%	- -%	3 1%	- -%	3 1%	- -%
DEAL/ PRICE	250 72%	5 86%	231 71%	67 78%	68 67%	13 90%	20 65%	41 68%	13 74%	6 100%	92 79%	155 69%	18 74%	250 72%	- -%	250 72%	- -%
SERVICE QUALITY/ TRUSTED	128 37%	2 34%	122 38%	37 43%	36 36%	3 24%	14 44%	20 33%	10 62%	2 26%	51 43%	78 34%	6 25%	128 37%	- -%	128 37%	- -%
BUNDLED WITH OTHER SERVICE/S	25 7%	* 3%	24 8%	7 8%	7 7%	1 6%	2 8%	3 5%	2 15%	- -%	10 9%	14 6%	2 6%	25 7%	- -%	25 7%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	295	80	163	46	86	114	203	32	60	120	206	30	59	164	238	26	23
Effective Weighted Sample	251	66	137	38	77	97	171	27	55	102	174	25	54	146	207	20	19
Total	345	82	177	52	116	120	221	42	82	125	225	39	81	198	276	34	27
For a better/ cheaper deal	242	60	131	32	78	88	167	29	46	93	169	26	46	133	192	23	20
	70%	73%	74%	62%	67%	73%	75%	69%	57%	74%	75%	67%	57%	67%	70%	68%	75%
						h	h			l	l						
Poor service from previous supplier	78	19	39	16	23	23	50	10	19	24	50	11	18	42	64	5	7
	23%	23%	22%	30%	20%	19%	23%	23%	23%	19%	22%	27%	22%	21%	23%	16%	26%
Faster broadband speeds	41	12	23	6	12	14	26	5	10	15	27	4	10	22	35	5	1
	12%	15%	13%	11%	10%	12%	12%	12%	12%	12%	12%	10%	12%	11%	13%	16%	3%
More reliable service	40	15	21	9	10	15	24	8	9	18	24	8	8	24	36	5	-
	12%	19%	12%	18%	9%	13%	11%	18%	11%	14%	10%	22%	10%	12%	13%	13%	-%
Moved home	31	4	14	3	14	7	15	5	10	7	15	5	10	20	29	2	-
	9%	5%	8%	5%	12%	5%	7%	13%	12%	5%	7%	14%	12%	10%	11%	4%	-%
To bundle two or more services together with one supplier	25	6	12	2	11	8	15	1	9	8	15	1	9	19	22	-	3
	7%	8%	7%	3%	10%	6%	7%	3%	11%	6%	7%	3%	11%	10%	8%	-%	10%
Better range of price plans	18	1	7	6	4	4	11	6	1	4	11	6	1	14	18	-	-
	5%	2%	4%	12%	4%	3%	5%	15%	1%	3%	5%	17%	1%	7%	6%	-%	-%
				a				efh				ijl					

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	295	80	163	46	86	114	203	32	60	120	206	30	59	164	238	26	23
Effective Weighted Sample	251	66	137	38	77	97	171	27	55	102	174	25	54	146	207	20	19
Total	345	82	177	52	116	120	221	42	82	125	225	39	81	198	276	34	27
Good experience with new/ current supplier for other services	9 3%	2 3%	3 2%	3 5%	3 3%	3 3%	4 2%	3 7%	2 3%	3 2%	4 2%	3 7%	2 3%	6 3%	9 3%	1 2%	- -%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	7 2%	- -%	2 1%	1 2%	3 3%	- -%	1 *%	4 10% ef	2 2%	- -%	2 1%	3 7% ij	2 2%	5 3%	5 2%	1 4%	- -%
New/ current supplier recommended to me	3 1%	- -%	1 1%	- -%	2 1%	- -%	1 *%	- -%	2 2%	- -%	1 *%	- -%	2 2%	3 1%	3 1%	- -%	- -%
Wanted bigger download allowance	2 *%	2 2%	2 1%	- -%	- -%	2 1%	2 1%	- -%	- -%	2 1%	2 1%	- -%	- -%	2 1%	2 1%	- -%	- -%
Don't know	3 1%	- -%	- -%	1 2%	2 1%	1 1%	1 1%	- -%	2 2%	1 1%	1 1%	- -%	2 2%	2 1%	2 1%	- -%	1 4%
DEAL/ PRICE	250 72%	60 73%	135 76%	37 71%	78 67%	88 73% h	169 76% h	34 83% h	46 57%	93 74% l	173 77% l	31 79%	46 57%	139 70%	199 72%	24 72%	20 75%
SERVICE QUALITY/ TRUSTED	128 37%	39 47%	67 38%	22 42%	40 34%	45 37%	80 36%	17 42%	31 38%	47 38%	81 36%	17 44%	31 38%	73 37%	105 38%	13 39%	8 29%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	295	80	163	46	86	114	203	32	60	120	206	30	59	164	238	26	23
Effective Weighted Sample	251	66	137	38	77	97	171	27	55	102	174	25	54	146	207	20	19
Total	345	82	177	52	116	120	221	42	82	125	225	39	81	198	276	34	27
BUNDLED WITH OTHER SERVICE/S	25	6	12	2	11	8	15	1	9	8	15	1	9	19	22	-	3
	7%	8%	7%	3%	10%	6%	7%	3%	11%	6%	7%	3%	11%	10%	8%	-%	10%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE					MAIN REASON FOR HAVING A LANDLINE						WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o
Unweighted total	295	106	169	68	89	37	49	24	86	152	14	185	47	63	41	14
Effective Weighted Sample	251	94	146	61	76	30	44	22	74	137	11	160	41	56	33	14
Total	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
For a better/ cheaper deal	242	90	142	52	70	30	35	18	66	133	5	159	31	52	34	14
	70%	67%	70%	75%	74%	64%	74%	79%	79%	69%	35%	67%	80%	74%	65%	85%
Poor service from previous supplier	78	34	45	13	24	9	10	7	21	42	3	63	7	8	17	5
	23%	25%	22%	19%	25%	19%	21%	30%	25%	22%	19%	27% m	18%	11%	33%	29%
Faster broadband speeds	41	18	30	7	10	1	2	2	5	30	4	34	1	6	7	2
	12%	13%	15%	10%	11%	2%	5%	9%	6%	16%	23%	14% l	2%	9%	13%	14%
More reliable service	40	15	22	11	14	4	6	1	10	22	3	33	1	6	5	1
	12%	11%	11%	16%	15%	9%	13%	6%	12%	11%	17%	14%	4%	9%	9%	6%
Moved home	31	15	18	2	8	5	4	2	10	16	-	20	4	7	1	-
	9%	11%	9%	3%	8%	11%	9%	11%	12%	8%	-%	8%	10%	10%	3%	-%
To bundle two or more services together with one supplier	25	11	14	3	8	3	2	1	3	19	1	21	2	2	9	-
	7%	8%	7%	4%	8%	6%	3%	6%	3%	10%	8%	9%	4%	3%	17%	-%
Better range of price plans	18	4	10	2	4	4	4	1	5	13	-	15	1	1	4	4
	5%	3%	5%	3%	4%	9%	8%	5%	6%	7%	-%	7%	4%	1%	7%	21%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE		STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o	
Unweighted total	295	106	169	68	89	37	49	24	86	152	14	185	47	63	41	14
Effective Weighted Sample	251	94	146	61	76	30	44	22	74	137	11	160	41	56	33	14
Total	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
Good experience with new/ current supplier for other services	9 3%	2 2%	4 2%	1 2%	4 4%	1 2%	1 1%	1 5%	2 2%	7 4%	1 4%	7 3%	- -%	2 3%	- -%	1 6%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	7 2%	2 1%	5 3%	- -%	- -%	2 3%	- -%	- -%	- -%	7 4%	- -%	5 2%	- -%	1 2%	- -%	- -%
New/ current supplier recommended to me	3 1%	2 1%	2 1%	1 1%	1 1%	- -%	- -%	- -%	- -%	2 1%	- -%	2 1%	- -%	1 1%	- -%	- -%
Wanted bigger download allowance	2 *%	- -%	2 1%	- -%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%	2 1%	- -%	- -%	- -%	- -%
Don't know	3 1%	1 1%	1 1%	2 2%	2 2%	- -%	- -%	- -%	- -%	2 1%	- -%	3 1%	- -%	- -%	- -%	- -%
DEAL/ PRICE	250 72%	90 67%	147 72%	53 76%	71 75%	31 68%	38 80%	18 81%	70 82%	138 72%	5 35%	165 70%	31 80%	53 76%	34 65%	14 85%
SERVICE QUALITY/ TRUSTED	128 37%	52 38%	77 38%	25 36%	39 41%	12 27%	15 31%	8 36%	30 35%	73 38%	10 63%	100 42%	8 22%	20 28%	23 44%	6 35%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 33**

**Q21. Why did you switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o
Unweighted total	295	106	169	68	89	37	49	24	86	152	14	185	47	63	41	14
Effective Weighted Sample	251	94	146	61	76	30	44	22	74	137	11	160	41	56	33	14
Total	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
BUNDLED WITH OTHER SERVICE/S	25	11	14	3	8	3	2	1	3	19	1	21	2	2	9	-
	7%	8%	7%	4%	8%	6%	3%	6%	3%	10%	8%	9%	4%	3%	17%	-%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	309	141	168	36	64	73	46	45	28	17	137	45	82	77	67	83	43	40
Effective Weighted Sample	258	121	137	33	54	62	43	35	23	15	114	38	69	65	56	72	38	34
Total	354	166	188	48	93	79	52	46	23	14	172	37	93	90	91	81	43	39
For a better/ cheaper deal	240	113	127	28	64	53	38	29	17	11	117	28	51	69	62	58	30	28
	68%	68%	67%	58%	69%	67%	73%	63%	75%	78%	68%	76%	56%	77%	68%	71%	70%	73%
Poor service from previous supplier	73	44	29	15	19	13	9	8	7	2	32	9	20	20	16	16	12	4
	21%	26%	16%	32%	21%	16%	17%	17%	32%	12%	19%	25%	22%	23%	18%	20%	28%	11%
Faster broadband speeds	55	26	29	9	14	13	9	7	2	*	27	3	22	7	16	9	4	5
	15%	15%	15%	18%	15%	17%	18%	15%	10%	2%	16%	7%	24%	8%	18%	11%	10%	13%
More reliable service	46	22	24	11	15	6	5	6	2	-	21	2	17	9	9	11	9	2
	13%	13%	13%	23%	16%	8%	10%	13%	10%	-%	12%	6%	19%	10%	10%	13%	20%	6%
To bundle two or more services together with one supplier	29	17	12	5	9	3	8	4	-	1	11	1	11	6	5	6	2	4
	8%	10%	6%	10%	9%	3%	15%	9%	-%	5%	7%	2%	12%	7%	6%	7%	5%	10%
Moved home	27	12	15	6	9	6	2	2	-	2	15	2	6	10	6	5	-	5
	8%	7%	8%	12%	10%	7%	4%	5%	-%	11%	9%	4%	6%	12%	6%	6%	-%	14%
Better range of price plans	18	14	4	3	3	3	4	2	2	*	6	2	9	4	3	1	-	1
	5%	9%	2%	7%	4%	3%	8%	5%	9%	2%	3%	7%	10%	5%	4%	1%	-%	3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

		GENDER		AGE									SEG					
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	309	141	168	36	64	73	46	45	28	17	137	45	82	77	67	83	43	40
Effective Weighted Sample	258	121	137	33	54	62	43	35	23	15	114	38	69	65	56	72	38	34
Total	354	166	188	48	93	79	52	46	23	14	172	37	93	90	91	81	43	39
Good experience with new/ current supplier for other services	13 4%	8 5%	5 3%	3 7%	3 3%	2 3%	3 5%	- -%	2 9%	- -%	5 3%	2 6%	6 7%	5 5%	1 1%	1 1%	- -%	1 2%
Wanted bigger download allowance	4 1%	- -%	4 2%	3 6% ej	- -%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	3 3%	- -%	- -%	1 2%	- -%	1 3%
New/ current supplier recommended to me	4 1%	2 1%	2 1%	- -%	2 2%	- -%	1 2%	1 2%	- -%	- -%	2 1%	- -%	3 3%	- -%	1 1%	- -%	- -%	- -%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	4 1%	1 1%	2 1%	- -%	2 2%	2 2%	- -%	- -%	- -%	- -%	4 2%	- -%	3 3%	- -%	1 1%	- -%	- -%	- -%
Other	3 1%	2 1%	1 1%	- -%	2 2%	1 1%	- -%	- -%	- -%	- -%	3 2%	- -%	2 2%	- -%	1 1%	- -%	- -%	- -%
Don't know	1 *%	- -%	1 1%	- -%	- -%	- -%	1 2%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%
DEAL/ PRICE	244 69%	116 70%	128 68%	28 58%	64 69%	56 71%	38 73%	30 66%	17 75%	11 80%	120 70%	29 77%	54 58%	69 77% l	63 69%	58 72%	30 70%	29 74%
SERVICE QUALITY/ TRUSTED	137 39%	73 44%	64 34%	26 54%	38 41%	27 34%	18 35%	17 37%	10 42%	2 14%	65 38%	12 31%	44 47%	30 33%	35 38%	29 36%	18 42%	11 28%
BUNDLED WITH OTHER SERVICE/S	29 8%	17 10%	12 6%	5 10%	9 9%	3 3%	8 15% ek	4 9%	- -%	1 5%	11 7%	1 2%	11 12%	6 7%	5 6%	6 7%	2 5%	4 10%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	309	29	197	16	67	81	42	38	39	36	73	268	18	17	6	264	45
Effective Weighted Sample	258	25	166	13	59	68	32	30	34	32	62	227	17	15	5	220	38
Total	354	25	248	12	69	87	46	48	44	45	84	309	11	28	6	300	54
For a better/ cheaper deal	240	18	164	10	48	64	25	33	36	27	55	210	9	17	3	213	27
	68%	74%	66%	80%	70%	73%	55%	68%	81% f	60%	65%	68%	86%	63%	43%	71% p	50%
Poor service from previous supplier	73	8	49	1	15	12	13	13	6	8	21	61	2	10	-	60	13
	21%	31%	20%	11%	22%	14%	29%	27%	14%	17%	25%	20%	19%	34%	-%	20%	24%
Faster broadband speeds	55	2	43	*	9	8	4	6	13	12	12	50	1	1	3	47	8
	15%	9%	17%	2%	13%	9%	8%	12%	29% ef	27% e	14%	16%	5%	5%	42%	16%	15%
More reliable service	46	2	33	1	10	13	5	6	7	6	9	42	1	3	-	44	2
	13%	7%	13%	6%	15%	15%	12%	12%	15%	13%	10%	14%	5%	11%	-%	15% p	3%
To bundle two or more services together with one supplier	29	-	23	1	5	6	3	6	5	3	7	24	-	5	-	25	3
	8%	-%	9%	5%	7%	6%	6%	12%	10%	6%	9%	8%	-%	17%	-%	8%	6%
Moved home	27	-	21	2	4	7	10	1	3	3	3	27	-	-	-	22	5
	8%	-%	9%	13%	5%	8%	23% eghj	3%	6%	6%	4%	9%	-%	-%	-%	7%	9%
Better range of price plans	18	2	15	*	1	1	2	5	2	4	5	17	1	-	-	17	1
	5%	9%	6%	3%	1%	1%	3%	10% e	4%	9%	6%	6%	5%	-%	-%	6%	2%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	309	29	197	16	67	81	42	38	39	36	73	268	18	17	6	264	45
Effective Weighted Sample	258	25	166	13	59	68	32	30	34	32	62	227	17	15	5	220	38
Total	354	25	248	12	69	87	46	48	44	45	84	309	11	28	6	300	54
Good experience with new/ current supplier for other services	13 4%	2 9%	10 4%	- -%	1 1%	4 4%	- -%	3 6%	3 7%	2 5%	2 2%	13 4%	- -%	- -%	- -%	13 4%	- -%
Wanted bigger download allowance	4 1%	- -%	3 1%	- -%	1 2%	- -%	2 3%	- -%	- -%	1 3%	1 2%	4 1%	- -%	- -%	- -%	3 1%	2 3%
New/ current supplier recommended to me	4 1%	- -%	4 2%	- -%	- -%	1 1%	- -%	- -%	- -%	3 6% j	- -%	4 1%	- -%	- -%	- -%	4 1%	- -%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	4 1%	- -%	4 1%	- -%	- -%	- -%	- -%	- -%	1 1%	3 7% ej	- -%	3 1%	1 5%	- -%	- -%	4 1%	- -%
Other	3 1%	- -%	3 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	3 3%	3 1%	- -%	- -%	- -%	2 1%	1 2%
Don't know	1 *%	- -%	1 *%	- -%	- -%	- -%	1 3%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	1 2% o
DEAL/ PRICE	244 69%	18 74%	167 67%	10 83%	48 70%	64 73%	26 57%	33 69%	36 81% f	29 63%	56 67%	214 69%	9 86%	17 63%	3 43%	217 72% p	27 50%
SERVICE QUALITY/ TRUSTED	137 39%	10 41%	99 40%	2 13%	27 40%	27 31%	19 42%	19 39%	16 36%	21 46%	36 43%	121 39%	2 19%	12 42%	3 42%	115 38%	22 42%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		*a	b	*c	d	e	f	g	h	i	j	k	*l	*m	*n	o	p
Unweighted total	309	29	197	16	67	81	42	38	39	36	73	268	18	17	6	264	45
Effective Weighted Sample	258	25	166	13	59	68	32	30	34	32	62	227	17	15	5	220	38
Total	354	25	248	12	69	87	46	48	44	45	84	309	11	28	6	300	54
BUNDLED WITH OTHER SERVICE/S	29	-	23	1	5	6	3	6	5	3	7	24	-	5	-	25	3
	8%	-%	9%	5%	7%	6%	6%	12%	10%	6%	9%	8%	-%	17%	-%	8%	6%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	309	293	309	302	309	39	309	188	135	-	309	7	302	302	-	7	-
Effective Weighted Sample	258	243	258	253	258	31	258	157	116	-	258	5	253	253	-	5	-
Total	354	335	354	348	354	39	354	217	157	-	354	6	348	348	-	6	-
For a better/ cheaper deal	240	228	240	235	240	27	240	141	97	-	240	5	235	235	-	5	-
	68%	68%	68%	68%	68%	70%	68%	65%	62%	-%	68%	70%	68%	68%	-%	70%	-%
Poor service from previous supplier	73	68	73	72	73	9	73	45	34	-	73	1	72	72	-	1	-
	21%	20%	21%	21%	21%	24%	21%	21%	22%	-%	21%	12%	21%	21%	-%	12%	-%
Faster broadband speeds	55	50	55	54	55	9	55	35	31	-	55	*	54	54	-	*	-
	15%	15%	15%	16%	15%	23%	15%	16%	20%	-%	15%	3%	16%	16%	-%	3%	-%
More reliable service	46	40	46	46	46	6	46	35	22	-	46	-	46	46	-	-	-
	13%	12%	13%	13%	13%	15%	13%	16%	14%	-%	13%	-%	13%	13%	-%	-%	-%
To bundle two or more services together with one supplier	29	26	29	28	29	1	29	24	14	-	29	1	28	28	-	1	-
	8%	8%	8%	8%	8%	3%	8%	11%	9%	-%	8%	11%	8%	8%	-%	11%	-%
Moved home	27	25	27	27	27	-	27	16	15	-	27	-	27	27	-	-	-
	8%	8%	8%	8%	8%	-%	8%	7%	9%	-%	8%	-%	8%	8%	-%	-%	-%
Better range of price plans	18	16	18	18	18	2	18	14	6	-	18	-	18	18	-	-	-
	5%	5%	5%	5%	5%	5%	5%	7%	4%	-%	5%	-%	5%	5%	-%	-%	-%
Good experience with new/ current supplier for other services	13	11	13	13	13	1	13	11	9	-	13	-	13	13	-	-	-
	4%	3%	4%	4%	4%	2%	4%	5%	6%	-%	4%	-%	4%	4%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	309	293	309	302	309	39	309	188	135	-	309	7	302	302	-	7	-
Effective Weighted Sample	258	243	258	253	258	31	258	157	116	-	258	5	253	253	-	5	-
Total	354	335	354	348	354	39	354	217	157	-	354	6	348	348	-	6	-
Wanted bigger download allowance	4 1%	4 1%	4 1%	4 1%	4 1%	2 4%	4 1%	4 2%	3 2%	- -%	4 1%	- -%	4 1%	4 1%	- -%	- -%	- -%
New/ current supplier recommended to me	4 1%	4 1%	4 1%	4 1%	4 1%	- -%	4 1%	3 1%	3 2%	- -%	4 1%	- -%	4 1%	4 1%	- -%	- -%	- -%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	4 1%	2 1%	4 1%	4 1%	4 1%	- -%	4 1%	3 1%	2 2%	- -%	4 1%	- -%	4 1%	4 1%	- -%	- -%	- -%
Other	3 1%	3 1%	3 1%	3 1%	3 1%	- -%	3 1%	3 1%	1 1%	- -%	3 1%	- -%	3 1%	3 1%	- -%	- -%	- -%
Don't know	1 *0%	1 *0%	1 *0%	1 *0%	1 *0%	- -%	1 *0%	- -%	1 1%	- -%	1 *0%	- -%	1 *0%	1 *0%	- -%	- -%	- -%
DEAL/ PRICE	244 69%	232 69%	244 69%	239 69%	244 69%	27 70%	244 69%	145 67%	97 62%	- -%	244 69%	5 70%	239 69%	239 69%	- -%	5 70%	- -%
SERVICE QUALITY/ TRUSTED	137 39%	127 38%	137 39%	136 39%	137 39%	20 52%	137 39%	89 41%	69 44%	- -%	137 39%	1 15%	136 39%	136 39%	- -%	1 15%	- -%
BUNDLED WITH OTHER SERVICE/S	29 8%	26 8%	29 8%	28 8%	29 8%	1 3%	29 8%	24 11%	14 9%	- -%	29 8%	1 11%	28 8%	28 8%	- -%	1 11%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT *a	SAME b	BT c	SKY d	EE *e	TALK TALK *f	VIRGIN MEDIA g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS m	LONGER AGO *n	EVER o	NEVER/ DK *p
Significance Level: 95%																	
Unweighted total	309	28	279	81	83	15	28	53	15	7	111	197	25	268	22	290	19
Effective Weighted Sample	258	26	243	63	70	14	24	48	14	6	90	166	19	229	17	245	12
Total	354	11	341	96	101	15	31	62	17	6	128	225	23	319	19	338	16
For a better/ cheaper deal	240 68%	6 54%	233 68%	64 67%	65 64%	10 67%	24 78%	43 70%	11 63%	6 94%	85 66%	155 69%	17 71%	214 67%	15 78%	229 68%	11 66%
Poor service from previous supplier	73 21%	4 37%	69 20%	15 16%	27 27%	2 15%	5 17%	17 28%	3 19%	- -%	21 16%	52 23%	2 10%	66 21%	6 30%	71 21%	2 10%
Faster broadband speeds	55 15%	3 28%	52 15%	23 24% gk	12 12%	3 21%	4 14%	6 9%	4 21%	1 20%	30 23% gk	25 11%	1 5%	51 16%	1 4%	52 15%	3 16%
More reliable service	46 13%	1 11%	44 13%	9 9%	15 14%	1 8%	3 9%	12 19%	3 19%	- -%	13 10%	32 14%	2 10%	39 12%	4 20%	43 13%	3 18%
To bundle two or more services together with one supplier	29 8%	1 8%	28 8%	8 8%	8 8%	1 9%	- -%	5 8%	2 9%	* 6%	11 8%	18 8%	4 17%	25 8%	- -%	25 8%	3 19%
Moved home	27 8%	- -%	26 8%	13 13% k	5 5%	- -%	2 6%	5 7%	2 9%	- -%	14 11%	11 5%	- -%	25 8%	- -%	25 8%	1 8%
Better range of price plans	18 5%	1 6%	17 5%	4 4%	6 6%	1 7%	2 6%	4 7%	- -%	- -%	5 4%	13 6%	1 5%	15 5%	1 3%	16 5%	2 15%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT *a	SAME b	BT c	SKY d	EE *e	TALK TALK *f	VIRGIN MEDIA g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS m	LONGER AGO *n	EVER o	NEVER/ DK *p
Significance Level: 95%																	
Unweighted total	309	28	279	81	83	15	28	53	15	7	111	197	25	268	22	290	19
Effective Weighted Sample	258	26	243	63	70	14	24	48	14	6	90	166	19	229	17	245	12
Total	354	11	341	96	101	15	31	62	17	6	128	225	23	319	19	338	16
Good experience with new/ current supplier for other services	13 4%	- -%	13 4%	1 1%	5 5%	1 7%	- -%	4 7%	- -%	- -%	2 2%	11 5%	1 5%	13 4%	- -%	13 4%	- -%
Wanted bigger download allowance	4 1%	- -%	4 1%	- -%	1 1%	- -%	3 9%	- -%	- -%	- -%	- -%	4 2%	- -%	4 1%	- -%	4 1%	- -%
New/ current supplier recommended to me	4 1%	- -%	4 1%	- -%	3 3%	- -%	- -%	- -%	1 6%	- -%	1 1%	3 1%	- -%	4 1%	- -%	4 1%	- -%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	4 1%	- -%	4 1%	3 3%	- -%	- -%	- -%	1 1%	- -%	- -%	3 2%	1 *%	- -%	3 1%	1 3%	4 1%	- -%
Other	3 1%	- -%	3 1%	- -%	1 1%	- -%	- -%	2 3%	- -%	- -%	- -%	3 1%	- -%	3 1%	- -%	3 1%	- -%
Don't know	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 2%	- -%	- -%	- -%	1 1%	- -%	1 *%	- -%	1 *%	- -%
DEAL/ PRICE	244 69%	6 60%	236 69%	66 69%	65 65%	10 67%	24 78%	43 70%	11 63%	6 94%	87 68%	157 70%	18 77%	218 68%	15 78%	232 69%	11 70%
SERVICE QUALITY/ TRUSTED	137 39%	6 53%	132 39%	41 43%	39 38%	4 28%	11 36%	25 40%	9 55%	1 20%	55 43%	83 37%	6 26%	123 39%	8 43%	131 39%	6 37%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

		PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE			
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%	Total	*a	b	c	d	*e	*f	g	*h	*i	j	k	*l	m	*n	o	*p
Unweighted total	309	28	279	81	83	15	28	53	15	7	111	197	25	268	22	290	19
Effective Weighted Sample	258	26	243	63	70	14	24	48	14	6	90	166	19	229	17	245	12
Total	354	11	341	96	101	15	31	62	17	6	128	225	23	319	19	338	16
BUNDLED WITH OTHER SERVICE/S	29 8%	1 8%	28 8%	8 8%	8 8%	1 9%	- -%	5 8%	2 9%	* 6%	11 8%	18 8%	4 17%	25 8%	- -%	25 8%	3 19%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	309	83	174	48	87	117	212	36	61	123	218	32	59	169	250	29	23
Effective Weighted Sample	258	67	143	38	77	98	176	29	55	103	181	26	53	148	212	23	19
Total	354	83	184	53	117	122	227	45	82	127	233	41	80	201	282	38	28
For a better/ cheaper deal	240	53	123	30	86	79	154	34	52	81	159	30	50	133	188	24	23
	68%	65%	67%	57%	74%	65%	68%	75%	63%	64%	68%	73%	63%	66%	67%	63%	84%
Poor service from previous supplier	73	17	38	13	22	23	46	8	19	24	47	9	17	39	62	4	7
	21%	20%	21%	25%	19%	19%	20%	18%	23%	19%	20%	22%	21%	20%	22%	10%	24%
Faster broadband speeds	55	15	28	10	17	22	33	9	13	24	35	7	13	30	45	8	1
	15%	18%	15%	19%	14%	18%	15%	19%	15%	19%	15%	18%	16%	15%	16%	22%	5%
More reliable service	46	12	22	9	14	19	27	7	12	19	27	8	11	27	41	4	1
	13%	15%	12%	18%	12%	16%	12%	15%	15%	15%	11%	18%	14%	13%	15%	10%	2%
To bundle two or more services together with one supplier	29	10	17	5	7	12	20	3	6	12	20	3	6	18	23	3	2
	8%	12%	9%	9%	6%	10%	9%	7%	7%	9%	9%	8%	7%	9%	8%	8%	6%
Moved home	27	3	14	3	10	5	15	4	7	5	15	4	7	18	26	1	-
	8%	4%	7%	5%	9%	4%	7%	10%	9%	4%	6%	11%	9%	9%	9%	2%	-%
Better range of price plans	18	5	11	4	3	7	12	5	1	7	12	5	1	10	17	-	1
	5%	6%	6%	7%	3%	6%	5%	12%	1%	6%	5%	13%	1%	5%	6%	-%	2%
								h				l					
Good experience with new/ current supplier for other services	13	4	6	3	4	5	7	4	2	5	7	4	2	11	13	-	-
	4%	5%	3%	5%	3%	4%	3%	9%	2%	4%	3%	10%	2%	5%	5%	-%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	309	83	174	48	87	117	212	36	61	123	218	32	59	169	250	29	23
Effective Weighted Sample	258	67	143	38	77	98	176	29	55	103	181	26	53	148	212	23	19
Total	354	83	184	53	117	122	227	45	82	127	233	41	80	201	282	38	28
Wanted bigger download allowance	4	3	4	-	-	2	4	-	-	3	4	-	-	3	4	-	-
	1%	3%	2%	-%	-%	1%	2%	-%	-%	2%	2%	-%	-%	1%	1%	-%	-%
New/ current supplier recommended to me	4	-	2	-	2	-	2	-	2	-	2	-	2	3	4	-	-
	1%	-%	1%	-%	1%	-%	1%	-%	2%	-%	1%	-%	2%	1%	1%	-%	-%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	4	1	1	1	2	1	1	1	2	1	1	1	2	3	3	-	1
	1%	1%	*%	2%	2%	*%	*%	3%	2%	*%	*%	3%	2%	2%	1%	-%	2%
Other	3	-	1	-	2	1	1	-	2	1	1	-	2	2	2	1	-
	1%	-%	1%	-%	1%	1%	*%	-%	2%	1%	*%	-%	2%	1%	1%	3%	-%
Don't know	1	-	1	-	-	-	1	-	-	-	1	-	-	1	1	-	-
	*%	-%	1%	-%	-%	-%	1%	-%	-%	-%	*%	-%	-%	1%	*%	-%	-%
DEAL/ PRICE	244	54	124	34	86	79	155	37	52	82	160	34	50	135	192	24	23
	69%	66%	67%	64%	74%	65%	68%	82%	63%	65%	69%	82%	63%	67%	68%	63%	84%
SERVICE QUALITY/ TRUSTED	137	39	73	24	40	52	85	17	35	55	88	17	33	79	114	15	7
	39%	47%	40%	46%	34%	42%	38%	38%	42%	43%	38%	41%	41%	40%	40%	40%	26%
BUNDLED WITH OTHER SERVICE/S	29	10	17	5	7	12	20	3	6	12	20	3	6	18	23	3	2
	8%	12%	9%	9%	6%	10%	9%	7%	7%	9%	9%	8%	7%	9%	8%	8%	6%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE					MAIN REASON FOR HAVING A LANDLINE						WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o
Unweighted total	309	112	173	73	96	40	52	25	90	160	15	195	51	63	44	16
Effective Weighted Sample	258	98	148	63	80	32	44	22	74	142	11	165	43	55	35	15
Total	354	140	204	72	100	50	49	23	85	199	17	244	42	68	56	18
For a better/ cheaper deal	240	99	138	51	71	31	34	17	60	138	8	160	30	50	39	15
	68%	71%	68%	71%	71%	62%	69%	76%	71%	69%	51%	66%	71%	73%	70%	81%
Poor service from previous supplier	73	30	45	11	20	8	9	6	16	46	4	57	7	9	13	6
	21%	21%	22%	15%	20%	16%	18%	25%	19%	23%	23%	24%	16%	13%	23%	32%
Faster broadband speeds	55	23	36	12	14	5	5	1	8	35	4	43	3	8	11	1
	15%	17%	17%	16%	14%	10%	11%	3%	9%	17%	21%	18%	8%	12%	20%	6%
More reliable service	46	18	28	8	14	4	7	2	11	28	1	38	3	5	5	2
	13%	13%	14%	11%	14%	8%	15%	10%	13%	14%	5%	16%	6%	7%	10%	11%
To bundle two or more services together with one supplier	29	5	10	6	15	4	2	2	6	17	2	24	1	3	6	2
	8%	4%	5%	9%	15% ab	8%	5%	7%	8%	8%	10%	10%	3%	4%	10%	11%
Moved home	27	12	15	3	8	4	3	1	8	15	1	19	2	6	1	1
	8%	9%	7%	4%	8%	8%	7%	6%	9%	8%	4%	8%	6%	8%	2%	7%
Better range of price plans	18	3	9	2	4	4	3	1	4	14	-	16	1	1	3	3
	5%	2%	5%	3%	4%	9%	7%	5%	5%	7%	-%	7%	3%	1%	5%	18%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total						TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES					WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		STRONGLY		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE							
		AGREE	DISAGREE													
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o
Unweighted total	309	112	173	73	96	40	52	25	90	160	15	195	51	63	44	16
Effective Weighted Sample	258	98	148	63	80	32	44	22	74	142	11	165	43	55	35	15
Total	354	140	204	72	100	50	49	23	85	199	17	244	42	68	56	18
Good experience with new/ current supplier for other services	13 4%	2 1%	5 2%	- -%	3 3%	5 11% abc	- -%	1 5%	1 1%	10 5%	- -%	12 5%	- -%	1 1%	3 5%	2 13%
Wanted bigger download allowance	4 1%	- -%	3 1%	1 2%	1 1%	- -%	- -%	- -%	1 1%	3 1%	- -%	3 1%	- -%	1 2%	- -%	- -%
New/ current supplier recommended to me	4 1%	2 1%	3 1%	1 1%	1 1%	- -%	- -%	- -%	- -%	3 1%	- -%	3 1%	- -%	1 1%	- -%	- -%
Wanted a specific deal/ offer (e.g. all inclusive minutes)	4 1%	2 1%	3 2%	1 1%	1 1%	- -%	- -%	- -%	- -%	4 2%	- -%	4 1%	- -%	- -%	- -%	- -%
Other	3 1%	- -%	- -%	3 4% b	3 3% b	- -%	- -%	- -%	1 1%	2 1%	- -%	3 1%	- -%	- -%	- -%	- -%
Don't know	1 *%	- -%	- -%	- -%	- -%	1 2%	- -%	1 5%	1 1%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
DEAL/ PRICE	244 69%	99 71%	142 69%	52 72%	71 71%	31 62%	34 70%	17 76%	61 71%	142 71%	8 51%	163 67%	31 75%	50 73%	39 70%	15 81%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 34**

**Q22. Why did you switch your fixed broadband provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched fixed broadband service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME	
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o
Unweighted total	309	112	173	73	96	40	52	25	90	160	15	195	51	63	44	16
Effective Weighted Sample	258	98	148	63	80	32	44	22	74	142	11	165	43	55	35	15
Total	354	140	204	72	100	50	49	23	85	199	17	244	42	68	56	18
SERVICE QUALITY/ TRUSTED	137	52	84	23	37	16	14	7	25	86	8	106	11	20	29	7
	39%	37%	41%	32%	37%	32%	29%	31%	30%	43%	50%	43%	27%	29%	52%	39%
												l				
BUNDLED WITH OTHER SERVICE/S	29	5	10	6	15	4	2	2	6	17	2	24	1	3	6	2
	8%	4%	5%	9%	15%	8%	5%	7%	8%	8%	10%	10%	3%	4%	10%	11%
					ab											

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	295	135	160	33	60	68	46	47	25	16	128	41	71	73	70	81	44	37
Effective Weighted Sample	251	118	133	30	52	60	43	38	20	15	110	35	60	63	60	72	40	33
Total	345	161	185	43	90	76	51	50	20	14	167	34	81	87	94	84	48	36
Looked at supplier websites	90 26%	48 30%	42 23%	20 46% gk	24 27% k	21 27% k	12 24% k	11 22%	2 11%	- -%	45 27% k	2 7%	26 32%	26 30%	20 21%	18 21%	12 26%	6 16%
Looked at price comparison websites	87 25%	50 31%	38 20%	12 29%	25 28%	18 24%	14 27%	11 23%	5 25%	1 7%	44 26%	6 18%	32 40% noq	25 29% q	16 17%	14 17%	12 25% q	2 6%
Asked friends/ colleagues/ neighbours for advice/ recommendations	57 16%	21 13%	35 19%	14 32% dej	8 8%	10 14%	7 13%	10 20%	3 14%	5 36%	18 11%	8 23%	6 7%	21 24% l	17 18%	13 16%	5 11%	8 22% l
Used search engine/ Google to search	48 14%	24 15%	23 13%	6 14%	19 20%	7 9%	8 16%	4 8%	3 16%	1 6%	26 15%	4 12%	13 17%	12 14%	15 16%	8 9%	4 8%	4 11%
Looked online (n.s.)	44 13%	18 11%	27 14%	2 4%	17 19%	11 14%	5 9%	6 11%	2 11%	3 19%	28 17%	5 14%	12 15%	9 10%	10 11%	13 15%	6 12%	7 20%
Called suppliers	23 7%	9 6%	13 7%	* 1%	5 5%	4 5%	5 10%	7 14%	* 1%	1 6%	9 5%	1 3%	8 10%	2 2%	6 6%	6 8%	3 6%	3 9%
Visited technology shops/ stores	17 5%	7 4%	11 6%	2 4%	5 5%	3 4%	2 4%	2 3%	3 13%	1 11%	8 5%	4 12%	1 1%	4 5%	8 9%	4 5%	3 7%	1 2%
TV advertising	15 4%	6 4%	9 5%	2 5%	4 4%	6 7%	1 2%	1 3%	1 4%	1 6%	10 6%	2 4%	3 4%	4 4%	5 5%	4 5%	1 3%	2 7%
Looked online at magazine/ newspaper articles	11 3%	3 2%	8 4%	2 4%	2 2%	6 8%	1 1%	- -%	1 4%	- -%	7 4%	1 2%	6 7%	1 2%	3 3%	1 1%	- -%	1 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	*h	*i	j	k	l	m	n	o	p	q
Unweighted total	295	135	160	33	60	68	46	47	25	16	128	41	71	73	70	81	44	37
Effective Weighted Sample	251	118	133	30	52	60	43	38	20	15	110	35	60	63	60	72	40	33
Total	345	161	185	43	90	76	51	50	20	14	167	34	81	87	94	84	48	36
Looked at Which? recommendations	7 2%	2 1%	5 3%	3 7% d	- -%	2 3%	- -%	2 4%	- -%	- -%	2 1%	- -%	1 1%	1 1%	2 2%	4 4%	2 4%	1 4%
Looked at print copies of magazine/ newspaper articles	4 1%	3 2%	1 1%	- -%	2 2%	- -%	1 2%	- -%	1 4%	- -%	2 1%	1 2%	3 4%	- -%	1 1%	- -%	- -%	- -%
Other	19 5%	8 5%	10 6%	6 14% k	4 4%	5 7%	3 6%	1 2%	- -%	- -%	9 5%	- -%	- -%	4 5%	6 7% l	8 10% l	7 14% l	1 4%
Don't know	13 4%	8 5%	5 2%	2 4%	5 5%	1 1%	- -%	3 5%	1 7%	1 10%	6 3%	3 9%	3 4%	5 6%	3 3%	1 2%	1 2%	1 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	295	28	186	13	68	78	39	38	34	33	73	259	17	15	4	248	47
Effective Weighted Sample	251	24	160	11	62	66	30	31	32	30	63	223	16	14	4	212	39
Total	345	24	237	10	74	86	44	47	42	41	84	303	11	26	5	290	55
Looked at supplier websites	90 26%	2 7%	71 30%	1 7%	17 23%	18 21%	9 21%	16 34%	12 27%	15 36%	21 25%	81 27%	2 21%	3 13%	4 79%	76 26%	14 26%
Looked at price comparison websites	87 25%	4 18%	69 29%	2 16%	12 17%	14 17%	13 29%	13 28%	11 27%	13 31%	23 27%	77 25%	2 22%	7 28%	1 26%	71 25%	16 29%
Asked friends/ colleagues/ neighbours for advice/ recommendations	57 16%	7 28%	37 16%	1 13%	12 16%	13 15%	4 10%	15 31% fh	3 7%	5 12%	17 20%	47 16%	3 26%	6 24%	- -%	53 18%	4 7%
Used search engine/ Google to search	48 14%	2 9%	38 16%	2 18%	6 8%	8 10%	3 7%	6 12%	9 22%	8 19%	13 16%	38 12%	3 23%	8 30%	- -%	39 14%	8 15%
Looked online (n.s.)	44 13%	2 10%	29 12%	3 26%	10 14%	15 17% j	10 22% j	11 22% ij	5 12%	2 4%	2 3%	42 14%	2 21%	- -%	- -%	39 14%	5 9%
Called suppliers	23 7%	1 4%	15 6%	- -%	6 9%	3 4%	4 8%	2 3%	4 10%	3 8%	6 8%	20 7%	1 5%	2 6%	- -%	18 6%	5 9%
Visited technology shops/ stores	17 5%	2 9%	11 5%	2 20%	2 3%	4 4%	1 3%	1 2%	1 3%	4 9%	7 8%	13 4%	1 8%	4 14%	- -%	15 5%	3 5%
TV advertising	15 4%	2 6%	10 4%	- -%	4 5%	4 5%	3 7%	1 3%	1 3%	3 7%	3 3%	14 5%	* 4%	- -%	1 18%	13 4%	3 5%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	295	28	186	13	68	78	39	38	34	33	73	259	17	15	4	248	47
Effective Weighted Sample	251	24	160	11	62	66	30	31	32	30	63	223	16	14	4	212	39
Total	345	24	237	10	74	86	44	47	42	41	84	303	11	26	5	290	55
Looked online at magazine/ newspaper articles	11 3%	1 4%	9 4%	- -%	1 1%	- -%	2 4%	* 1%	1 2%	6 13% ej	2 2%	11 3%	- -%	- -%	- -%	6 2%	4 8%
Looked at Which? recommendations	7 2%	- -%	4 2%	- -%	4 5%	2 3%	- -%	- -%	1 3%	2 4%	2 3%	6 2%	- -%	1 5%	- -%	7 3%	- -%
Looked at print copies of magazine/ newspaper articles	4 1%	1 4%	3 1%	- -%	- -%	- -%	- -%	2 4%	- -%	1 3%	1 1%	4 1%	- -%	- -%	- -%	4 1%	- -%
Other	19 5%	- -%	10 4%	- -%	8 11%	5 6%	3 6%	2 4%	3 7%	1 2%	5 6%	17 6%	1 6%	- -%	1 21%	14 5%	5 8%
Don't know	13 4%	2 9%	9 4%	1 7%	1 1%	3 4%	1 2%	- -%	3 8%	- -%	5 6%	13 4%	- -%	- -%	- -%	11 4%	1 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB *i	LL & FBB j	LL & NO MOB *k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB *n	LL & FBB & NO MOB *o	LL & NO FBB & NO MOB *p
Significance Level: 95%																	
Unweighted total	295	282	295	287	286	38	289	174	125	9	286	8	287	279	8	7	1
Effective Weighted Sample	251	239	251	245	243	31	245	149	111	9	243	6	245	237	8	5	1
Total	345	328	345	338	334	40	338	207	151	11	334	7	338	328	10	6	1
Looked at supplier websites	90 26%	84 26%	90 26%	90 27%	86 26%	12 31%	88 26%	61 29%	44 29%	4 39%	86 26%	- -%	90 27%	86 26%	4 43%	- -%	- -%
Looked at price comparison websites	87 25%	82 25%	87 25%	87 26%	86 26%	9 23%	86 26%	49 24%	47 31%	1 8%	86 26%	- -%	87 26%	86 26%	1 9%	- -%	- -%
Asked friends/ colleagues/ neighbours for advice/ recommendations	57 16%	53 16%	57 16%	55 16%	55 17%	5 13%	55 16%	33 16%	23 16%	1 9%	55 17%	2 24%	55 16%	55 17%	- -%	1 12%	1 100%
Used search engine/ Google to search	48 14%	48 15%	48 14%	48 14%	45 14%	5 12%	45 13%	28 14%	28 19%	3 23%	45 14%	- -%	48 14%	45 14%	3 25%	- -%	- -%
Looked online (n.s.)	44 13%	38 12%	44 13%	40 12%	44 13%	8 20% h	44 13%	23 11%	12 8%	- -%	44 13%	4 56%	40 12%	40 12%	- -%	4 64%	- -%
Called suppliers	23 7%	21 6%	23 7%	22 6%	21 6%	1 3%	21 6%	17 8%	13 9%	2 15%	21 6%	1 9%	22 6%	20 6%	2 16%	1 11%	- -%
Visited technology shops/ stores	17 5%	17 5%	17 5%	17 5%	15 5%	- -%	15 4%	14 7%	8 5%	2 21%	15 5%	* 3%	17 5%	15 5%	2 23%	* 3%	- -%
TV advertising	15 4%	15 5%	15 4%	15 5%	15 5%	2 4%	15 5%	9 5%	4 3%	- -%	15 5%	- -%	15 5%	15 5%	- -%	- -%	- -%
Looked online at magazine/ newspaper articles	11 3%	11 3%	11 3%	11 3%	11 3%	* 1%	11 3%	6 3%	4 2%	- -%	11 3%	- -%	11 3%	11 3%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	295	282	295	287	286	38	289	174	125	9	286	8	287	279	8	7	1
Effective Weighted Sample	251	239	251	245	243	31	245	149	111	9	243	6	245	237	8	5	1
Total	345	328	345	338	334	40	338	207	151	11	334	7	338	328	10	6	1
Looked at Which? recommendations	7 2%	7 2%	7 2%	7 2%	7 2%	- -%	7 2%	6 3%	3 2%	- -%	7 2%	- -%	7 2%	7 2%	- -%	- -%	- -%
Looked at print copies of magazine/ newspaper articles	4 1%	4 1%	4 1%	4 1%	4 1%	2 5%	4 1%	4 2%	3 2%	- -%	4 1%	- -%	4 1%	4 1%	- -%	- -%	- -%
Other	19 5%	18 5%	19 5%	19 6%	16 5%	4 9%	17 5%	16 8%	9 6%	3 24%	16 5%	- -%	19 6%	16 5%	3 27%	- -%	- -%
Don't know	13 4%	12 4%	13 4%	12 4%	13 4%	1 2%	13 4%	8 4%	4 3%	- -%	13 4%	1 9%	12 4%	12 4%	- -%	1 10%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT *a	SAME b	BT c	SKY d	EE *e	TALK TALK *f	VIRGIN MEDIA g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS m	LONGER AGO *n	EVER o	NEVER/ DK *p
Significance Level: 95%																	
Unweighted total	295	16	267	67	83	15	29	51	15	7	97	196	25	295	-	295	-
Effective Weighted Sample	251	15	232	55	71	14	26	46	14	6	81	169	20	251	-	251	-
Total	345	6	324	86	102	14	31	61	17	6	117	226	25	345	-	345	-
Looked at supplier websites	90 26%	- -%	85 26%	22 25%	31 31%	3 21%	4 13%	17 28%	6 35%	- -%	31 26%	59 26%	7 29%	90 26%	- -%	90 26%	- -%
Looked at price comparison websites	87 25%	2 31%	81 25%	19 23%	23 23%	3 20%	8 25%	15 24%	7 40%	2 29%	29 25%	56 25%	8 33%	87 25%	- -%	87 25%	- -%
Asked friends/ colleagues/ neighbours for advice/ recommendations	57 16%	1 22%	54 17%	6 7%	18 17%	2 16%	8 25%	11 18%	3 18%	2 33%	12 10%	45 20% cj	6 24%	57 16%	- -%	57 16%	- -%
Used search engine/ Google to search	48 14%	- -%	45 14%	11 13%	14 14%	4 29%	5 17%	5 8%	3 16%	1 13%	18 15%	30 13%	4 18%	48 14%	- -%	48 14%	- -%
Looked online (n.s.)	44 13%	3 45%	42 13%	17 20%	12 12%	- -%	2 6%	8 13%	5 29%	- -%	22 19%	23 10%	* 2%	44 13%	- -%	44 13%	- -%
Called suppliers	23 7%	1 17%	20 6%	7 9%	8 8%	3 19%	2 5%	2 4%	- -%	* 6%	10 9%	12 5%	- -%	23 7%	- -%	23 7%	- -%
Visited technology shops/ stores	17 5%	1 9%	15 5%	- -%	8 8% cj	1 6%	- -%	4 6%	- -%	1 19%	1 1%	17 7% cj	3 13%	17 5%	- -%	17 5%	- -%
TV advertising	15 4%	1 15%	14 4%	8 10% k	5 5%	- -%	1 2%	1 2%	- -%	- -%	8 7%	7 3%	- -%	15 4%	- -%	15 4%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT *a	SAME b	BT c	SKY d	EE *e	TALK TALK *f	VIRGIN MEDIA g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS m	LONGER AGO *n	EVER o	NEVER/ DK *p
Significance Level: 95%																	
Unweighted total	295	16	267	67	83	15	29	51	15	7	97	196	25	295	-	295	-
Effective Weighted Sample	251	15	232	55	71	14	26	46	14	6	81	169	20	251	-	251	-
Total	345	6	324	86	102	14	31	61	17	6	117	226	25	345	-	345	-
Looked online at magazine/ newspaper articles	11 3%	1 13%	10 3%	5 6%	2 2%	1 7%	- -%	2 3%	- -%	- -%	6 5%	4 2%	* 1%	11 3%	- -%	11 3%	- -%
Looked at Which? recommendations	7 2%	- -%	7 2%	1 1%	5 5%	- -%	- -%	1 2%	- -%	- -%	1 1%	6 3%	- -%	7 2%	- -%	7 2%	- -%
Looked at print copies of magazine/ newspaper articles	4 1%	- -%	4 1%	1 1%	2 2%	- -%	- -%	1 2%	- -%	- -%	1 1%	3 1%	- -%	4 1%	- -%	4 1%	- -%
Other	19 5%	- -%	16 5%	2 2%	6 6%	- -%	2 6%	7 12% cj	- -%	- -%	2 1%	17 8% j	2 6%	19 5%	- -%	19 5%	- -%
Don't know	13 4%	- -%	13 4%	3 4%	1 1%	1 5%	3 10%	4 7%	- -%	- -%	4 3%	9 4%	- -%	13 4%	- -%	13 4%	- -%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	295	80	163	46	86	114	203	32	60	120	206	30	59	164	238	26	23
Effective Weighted Sample	251	66	137	38	77	97	171	27	55	102	174	25	54	146	207	20	19
Total	345	82	177	52	116	120	221	42	82	125	225	39	81	198	276	34	27
Looked at supplier websites	90 26%	15 19%	42 23%	12 24%	36 31%	23 20%	51 23%	10 24%	29 35% e	23 19%	52 23%	9 23%	29 35% i	65 33%	80 29%	5 15%	5 19%
Looked at price comparison websites	87 25%	20 25%	39 22%	12 24%	36 31%	27 23%	52 24%	14 34%	21 26%	29 23%	52 23%	14 37%	21 26%	53 27%	76 28%	3 10%	8 29%
Asked friends/ colleagues/ neighbours for advice/ recommendations	57 16%	13 15%	30 17%	8 16%	18 16%	22 18%	36 16%	6 14%	15 18%	24 19%	36 16%	6 15%	15 18%	32 16%	43 15%	6 19%	5 20%
Used search engine/ Google to search	48 14%	16 19%	23 13%	7 14%	17 15%	18 15%	26 12%	5 13%	16 20%	18 15%	26 12%	5 14%	16 20%	31 16%	40 15%	4 11%	4 13%
Looked online (n.s.)	44 13%	8 10%	21 12%	7 13%	16 14%	12 10%	30 14%	6 14%	8 10%	12 10%	32 14%	5 12%	8 10%	17 8%	31 11%	5 13%	5 17%
Called suppliers	23 7%	5 6%	11 6%	8 16% d	3 2%	9 8%	17 8%	3 8%	2 2%	9 7%	17 8%	3 9%	2 2%	14 7%	20 7%	2 6%	- -%
Visited technology shops/ stores	17 5%	5 6%	8 4%	3 7%	6 5%	6 5%	10 4%	3 7%	5 6%	6 4%	10 4%	4 10%	4 5%	12 6%	15 5%	1 3%	1 5%
TV advertising	15 4%	3 4%	7 4%	3 7%	5 4%	5 4%	6 3%	5 11% f	5 6%	6 5%	7 3%	3 9%	5 6%	10 5%	14 5%	1 4%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	295	80	163	46	86	114	203	32	60	120	206	30	59	164	238	26	23
Effective Weighted Sample	251	66	137	38	77	97	171	27	55	102	174	25	54	146	207	20	19
Total	345	82	177	52	116	120	221	42	82	125	225	39	81	198	276	34	27
Looked online at magazine/ newspaper articles	11 3%	3 3%	6 3%	1 1%	4 4%	4 3%	6 3%	* 1%	4 5%	4 3%	6 3%	* 1%	4 5%	7 3%	8 3%	3 8%	- -%
Looked at Which? recommendations	7 2%	- -%	2 1%	1 2%	4 4%	- -%	3 1%	- -%	4 5% e	- -%	3 1%	- -%	4 5% i	6 3%	7 3%	- -%	- -%
Looked at print copies of magazine/ newspaper articles	4 1%	3 4%	4 2%	- -%	- -%	3 2%	4 2%	- -%	- -%	3 2%	4 2%	- -%	- -%	1 1%	4 1%	- -%	- -%
Other	19 5%	4 5%	10 6%	2 3%	7 6%	8 7%	13 6%	- -%	6 7%	8 6%	13 6%	- -%	6 7%	14 7%	15 5%	1 4%	2 9%
Don't know	13 4%	5 6%	7 4%	1 2%	5 4%	8 7%	8 4%	- -%	5 6%	8 6%	8 4%	- -%	5 6%	7 4%	10 3%	1 2%	2 7%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o
Unweighted total	295	106	169	68	89	37	49	24	86	152	14	185	47	63	41	14
Effective Weighted Sample	251	94	146	61	76	30	44	22	74	137	11	160	41	56	33	14
Total	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
Looked at supplier websites	90 26%	40 29%	55 27%	15 21%	24 26%	11 23%	11 23%	5 20%	20 24%	57 30%	7 48%	68 29%	5 14%	17 24%	9 18%	7 40%
Looked at price comparison websites	87 25%	44 32%	62 31%	14 20%	18 19%	7 14%	12 25%	3 14%	16 18%	64 33% h	3 19%	73 31% lm	5 12%	10 14%	8 16%	6 39%
Asked friends/ colleagues/ neighbours for advice/ recommendations	57 16%	16 12%	27 13%	13 19%	18 19%	11 24%	11 23%	8 35%	21 24%	28 15%	- -%	34 14%	9 22%	14 20%	9 16%	1 7%
Used search engine/ Google to search	48 14%	20 15%	27 13%	12 18%	16 17%	5 10%	5 10%	4 19%	9 11%	32 16%	2 11%	34 14%	3 9%	11 15%	12 23%	5 32%
Looked online (n.s.)	44 13%	18 13%	30 15% c	4 5%	8 9%	6 13%	4 9%	1 6%	10 12%	17 9%	* 3%	27 11%	8 20%	10 14%	12 23%	- -%
Called suppliers	23 7%	8 6%	15 7%	4 6%	5 5%	3 7%	4 8%	2 10%	8 10%	11 6%	- -%	16 7%	3 7%	4 5%	4 7%	3 18%
Visited technology shops/ stores	17 5%	8 6%	9 5%	5 7%	8 8%	1 1%	1 3%	1 6%	6 7%	10 5%	* 2%	13 6%	4 11% m	* % m	1 2%	- -%
TV advertising	15 4%	5 4%	10 5%	2 3%	2 2%	4 8%	2 4%	1 2%	2 3%	10 5%	* 3%	11 4%	2 6%	2 3%	1 3%	1 7%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 35**

**Q23. How did you get information about alternative providers or tariffs when you were looking to switch your landline call provider (in the last 12 months)? (MULTI CODE)**

Base : Those who have switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE					MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS			
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	*j	k	l	m	n	*o
Unweighted total	295	106	169	68	89	37	49	24	86	152	14	185	47	63	41	14
Effective Weighted Sample	251	94	146	61	76	30	44	22	74	137	11	160	41	56	33	14
Total	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
Looked online at magazine/ newspaper articles	11 3%	4 3%	9 4%	1 2%	1 1%	1 2%	2 4%	* 2%	2 3%	5 3%	3 18%	9 4%	1 2%	1 1%	4 8%	- -%
Looked at Which? recommendations	7 2%	4 3%	5 3%	2 3%	2 2%	- -%	- -%	1 6%	1 1%	6 3%	- -%	4 2%	- -%	3 5%	- -%	- -%
Looked at print copies of magazine/ newspaper articles	4 1%	- -%	3 1%	1 2%	1 1%	- -%	1 2%	- -%	1 1%	1 1%	- -%	3 1%	1 2%	- -%	- -%	- -%
Other	19 5%	9 7%	9 4%	4 6%	6 6%	4 9%	1 2%	1 6%	2 2%	12 6%	4 26%	11 5%	- -%	7 10%	1 3%	1 8%
Don't know	13 4%	4 3%	8 4%	4 6%	4 4%	1 1%	3 6%	1 3%	4 4%	8 4%	- -%	8 4%	4 9%	1 1%	- -%	- -%
Columns Tested: a, b, c, d, e - f, g, h, i, j - k, l, m - n, o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2489	1205	1284	165	361	397	458	413	401	294	758	695	722	693	485	586	291	295
Effective Weighted Sample	2044	997	1046	147	312	334	377	335	338	254	637	589	559	574	423	492	251	242
Total	2439	1204	1235	210	464	391	456	330	314	274	854	588	707	670	525	535	281	254
Looked at price comparison websites	254 10%	133 11%	121 10%	19 9% ik	66 14% hik	48 12% hik	61 13% hik	32 10% ik	21 7% i	8 3%	114 13% hik	28 5%	103 15% mnoq	64 10%	43 8%	43 8%	27 10%	16 6%
Looked at supplier websites	231 9%	138 11% b	93 7%	14 7%	53 11% ik	42 11% ik	46 10% ik	38 12% ik	29 9% i	8 3%	95 11% ik	37 6%	100 14% mnopq	61 9% o	39 7%	31 6%	17 6%	14 6%
Used search engine/ Google to search	87 4%	51 4%	36 3%	8 4%	17 4%	27 7% fghik	14 3%	10 3%	5 2%	6 2%	44 5% hik	11 2%	26 4%	32 5% n	11 2%	17 3%	6 2%	11 4%
Asked friends/ colleagues/ neighbours for advice/ recommendations	69 3%	39 3%	30 2%	3 2%	20 4% ik	11 3%	14 3% i	10 3% i	9 3% i	2 1%	31 4% i	11 2%	18 3%	20 3%	18 3%	13 2%	8 3%	5 2%
Called suppliers	52 2%	21 2%	31 2%	6 3%	14 3%	6 1%	6 1%	11 3% ik	6 2%	2 1%	20 2%	8 1%	20 3%	9 1%	11 2%	12 2%	5 2%	7 3%
Visited technology shops/ stores	46 2%	23 2%	23 2%	4 2%	18 4% eghk	4 1%	9 2%	3 1%	4 1%	4 1%	22 3%	8 1%	19 3% n	15 2%	5 1%	7 1%	5 2%	2 1%
Looked at Which? recommendations	34 1%	24 2% b	11 1%	5 2%	9 2%	6 2%	9 2%	1 *% g	3 1%	1 1%	15 2% g	4 1%	15 2%	9 1%	5 1%	6 1%	4 1%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2489	1205	1284	165	361	397	458	413	401	294	758	695	722	693	485	586	291	295
Effective Weighted Sample	2044	997	1046	147	312	334	377	335	338	254	637	589	559	574	423	492	251	242
Total	2439	1204	1235	210	464	391	456	330	314	274	854	588	707	670	525	535	281	254
Looked online at magazine/ newspaper articles	28 1%	18 1%	10 1%	5 3% ghik	4 1%	8 2% hk	7 2% k	2 1%	1 *% n	1 *%	12 1%	2 *%	14 2%	7 1%	2 *%	6 1%	3 1%	3 1%
Looked at print copies of magazine/ newspaper articles	22 1%	18 1% b	4 *%	- -%	5 1%	4 1%	5 1%	3 1%	2 1%	3 1%	9 1%	5 1%	6 1%	7 1%	5 1%	4 1%	2 1%	2 1%
Other	10 *%	5 *%	5 *%	- -%	1 *%	4 1%	2 *%	2 *%	2 1%	- -%	5 1%	2 *%	5 1%	5 1%	1 *%	1 *%	* *%	* *%
TOTAL TRIED TO GET INFORMATION	530 22%	280 23%	250 20%	44 21% ik	123 27% hik	105 27% hik	101 22% ik	80 24% hik	55 18% i	23 8%	228 27% hik	78 13% i	191 27% mnopq	140 21%	103 20%	96 18%	56 20%	40 16%
Don't know	39 2%	11 1%	27 2% a	8 4% gk	5 1%	8 2%	8 2%	3 1%	4 1%	3 1%	13 2%	7 1%	9 1%	8 1%	9 2%	12 2%	8 3%	5 2%
No, have not tried to get any information	1869 77%	912 76%	957 78%	159 75%	336 72%	278 71%	347 76%	248 75%	256 81% degj	248 90% cdefghj	613 72%	503 86% cdefgj	507 72%	521 78% l	413 79% l	427 80% l	218 77%	209 82% l

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	519	1381	176	410	430	375	346	281	211	846	2063	228	133	65	2114	375
Effective Weighted Sample	2044	439	1131	150	345	359	303	274	216	153	742	1730	210	117	59	1754	290
Total	2439	443	1459	145	389	403	356	351	265	200	864	2035	128	197	79	2105	334
Looked at price comparison websites	254 10%	23 5%	186 13% ac	5 3%	38 10% ac	36 9%	45 13% j	43 12% j	31 11% j	41 20% efghj	59 7%	223 11% l	6 5%	21 11% l	4 5%	219 10%	35 10%
Looked at supplier websites	231 9%	32 7%	167 11% acd	5 3%	26 7%	32 8%	39 11% j	38 11% j	39 15% ej	32 16% ej	50 6%	210 10% m	8 6%	8 4%	4 6%	187 9%	44 13% o
Used search engine/ Google to search	87 4%	9 2%	61 4% a	2 1%	15 4%	15 4%	11 3%	15 4%	11 4%	10 5%	25 3%	74 4%	2 2%	9 4%	2 2%	75 4%	12 4%
Asked friends/ colleagues/ neighbours for advice/ recommendations	69 3%	9 2%	47 3%	2 1%	11 3%	11 3%	9 3%	11 3%	6 2%	7 3%	24 3%	53 3%	3 2%	11 6%	2 3%	58 3%	11 3%
Called suppliers	52 2%	6 1%	34 2%	2 2%	9 2%	10 2%	8 2%	6 2%	7 3%	7 3%	15 2%	46 2%	* *% l	6 3%	- -%	48 2%	4 1%
Visited technology shops/ stores	46 2%	7 2%	32 2%	1 1%	6 2%	6 2%	6 2%	6 2%	4 1%	6 3%	18 2%	37 2%	2 2%	7 4%	- -%	46 2% p	* *%
Looked at Which? recommendations	34 1%	3 1%	26 2%	1 1%	4 1%	5 1%	1 *% fj	8 2% fj	6 2%	8 4% efj	6 1%	30 1%	1 1%	3 1%	- -%	32 2%	2 1%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	519	1381	176	410	430	375	346	281	211	846	2063	228	133	65	2114	375
Effective Weighted Sample	2044	439	1131	150	345	359	303	274	216	153	742	1730	210	117	59	1754	290
Total	2439	443	1459	145	389	403	356	351	265	200	864	2035	128	197	79	2105	334
Looked online at magazine/ newspaper articles	28 1%	1 *%	21 1%	1 *%	5 1%	5 1%	2 1%	2 1%	7 3% f	2 1%	9 1%	21 1%	2 2%	4 2%	- -%	27 1%	1 *%
Looked at print copies of magazine/ newspaper articles	22 1%	4 1%	15 1%	2 1%	2 *%	2 1%	3 1%	2 1%	4 2%	5 2%	6 1%	20 1%	* *%	2 1%	- -%	19 1%	4 1%
Other	10 *%	2 *%	8 1%	* *%	* *%	- -%	* *%	5 1% ej	1 *%	2 1%	2 *%	9 *%	1 1%	- -%	- -%	9 *%	1 *%
TOTAL TRIED TO GET INFORMATION	530 22%	67 15% c	367 25% ac	11 8%	84 22% ac	80 20%	80 22% j	96 27% ej	70 26% j	68 34% efj	137 16%	455 22% l	18 14%	47 24% l	10 13%	456 22%	75 22%
Don't know	39 2%	5 1%	22 1%	3 2%	10 3%	1 *%	1 *%	6 2%	3 1%	4 2% e	24 3% ef	37 2%	1 1%	1 1%	- -%	30 1%	9 3%
No, have not tried to get any information	1869 77%	371 84% bd	1069 73%	132 91% abd	295 76%	322 80% ghi	275 77% i	249 71%	192 72%	128 64%	703 81% ghi	1543 76%	109 85% km	149 76%	69 87% k	1619 77%	250 75%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	2409	2489	2331	2232	181	2251	1382	926	257	2232	158	2331	2154	177	78	80
Effective Weighted Sample	2044	1979	2044	1907	1809	147	1827	1140	755	236	1809	138	1907	1746	163	65	74
Total	2439	2346	2439	2287	2135	191	2158	1362	923	304	2135	152	2287	2070	217	64	88
Looked at price comparison websites	254 10%	241 10%	254 10%	250 11%	252 12%	27 14%	252 12%	160 12%	133 14% abc	2 1%	252 12% iknp	4 3%	250 11% iknp	248 12% iknp	1 1%	3 5% in	1 1%
Looked at supplier websites	231 9%	216 9%	231 9%	223 10%	227 11%	18 9%	227 11%	138 10%	129 14% abcdfg	4 1%	227 11% iknp	8 5% in	223 10% inp	220 11% iknp	2 1%	7 10% inp	1 1%
Used search engine/ Google to search	87 4%	83 4%	87 4%	87 4%	85 4%	7 3%	85 4%	48 4%	49 5% ab	2 1%	85 4% ik	* *%	87 4% ik	85 4% ikn	2 1%	* *%	- -%
Asked friends/ colleagues/ neighbours for advice/ recommendations	69 3%	67 3%	69 3%	67 3%	62 3%	4 2%	62 3%	33 2%	29 3%	7 2%	62 3%	2 1%	67 3%	60 3%	7 3%	2 3%	- -%
Called suppliers	52 2%	50 2%	52 2%	49 2%	48 2%	6 3%	48 2%	36 3%	20 2%	4 1%	48 2%	3 2%	49 2%	46 2%	3 1%	2 3%	1 1%
Visited technology shops/ stores	46 2%	41 2%	46 2%	46 2%	43 2%	3 2%	43 2%	25 2%	19 2%	3 1%	43 2%	* *%	46 2%	42 2%	3 2%	* 1%	- -%
Looked at Which? recommendations	34 1%	31 1%	34 1%	34 1%	32 2%	* *%	32 2%	22 2%	18 2%	2 1%	32 2%	- -%	34 1%	32 2%	2 1%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	2409	2489	2331	2232	181	2251	1382	926	257	2232	158	2331	2154	177	78	80
Effective Weighted Sample	2044	1979	2044	1907	1809	147	1827	1140	755	236	1809	138	1907	1746	163	65	74
Total	2439	2346	2439	2287	2135	191	2158	1362	923	304	2135	152	2287	2070	217	64	88
Looked online at magazine/ newspaper articles	28 1%	25 1%	28 1%	26 1%	28 1%	3 2%	28 1%	12 1%	10 1%	- -%	28 1%	2 2%	26 1%	26 1%	- -%	2 4% in	- -%
Looked at print copies of magazine/ newspaper articles	22 1%	21 1%	22 1%	21 1%	21 1%	1 *%	21 1%	13 1%	7 1%	2 1%	21 1%	1 1%	21 1%	20 1%	2 1%	1 2%	- -%
Other	10 *%	10 *%	10 *%	9 *%	10 *%	3 2% bc	10 *%	7 *%	5 1%	- -%	10 *%	1 1%	9 *%	9 *%	- -%	1 2% il	- -%
TOTAL TRIED TO GET INFORMATION	530 22%	501 21%	530 22%	516 23%	508 24%	53 28%	508 24%	316 23%	263 29% abcdfg	23 7%	508 24% iknp	15 10%	516 23% iknp	495 24% iknp	21 9%	13 20% iknp	2 3%
Don't know	39 2%	37 2%	39 2%	35 2%	36 2%	3 2%	36 2%	18 1%	10 1%	2 1%	36 2%	4 3% n	35 2%	35 2%	- -%	2 3% n	2 3% n
No, have not tried to get any information	1869 77%	1807 77% h	1869 77% h	1737 76% h	1590 74% h	134 70%	1614 75% h	1028 75% h	649 70%	279 92% jlmo	1590 74%	133 87% jlm	1737 76%	1540 74%	196 91% jlmo	50 77%	83 95% jlmo

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	*m	n	o	p
Unweighted total	2489	266	1956	950	512	77	290	459	84	36	1111	1370	72	-	1192	1192	1297
Effective Weighted Sample	2044	212	1664	733	444	66	243	397	69	29	867	1171	57	-	987	987	1060
Total	2439	102	2021	842	550	77	290	489	77	33	996	1434	71	-	1124	1124	1315
Looked at price comparison websites	254 10%	9 9%	242 12%	67 8%	63 11% c	10 13%	46 16% cgijk	41 8%	19 25% cdgijkl	* 1%	96 10%	158 11% c	7 10%	- -%	146 13% p	146 13% p	108 8%
Looked at supplier websites	231 9%	11 11%	216 11%	66 8%	56 10%	4 5%	39 13% cj	44 9%	16 21% cdegijkl	1 4%	86 9%	145 10%	4 5%	- -%	131 12% p	131 12% p	99 8%
Used search engine/ Google to search	87 4%	3 3%	81 4%	25 3%	21 4%	1 1%	16 5%	15 3%	6 8% c	- -%	32 3%	55 4%	2 3%	- -%	53 5% p	53 5% p	34 3%
Asked friends/ colleagues/ neighbours for advice/ recommendations	69 3%	4 4%	58 3%	29 3%	16 3%	1 1%	7 2%	10 2%	4 5%	1 4%	34 3%	35 2%	1 1%	- -%	34 3%	34 3%	35 3%
Called suppliers	52 2%	2 2%	46 2%	11 1%	13 2%	1 2%	10 3% cj	13 3%	1 2%	- -%	13 1%	39 3% cj	3 4%	- -%	32 3%	32 3%	21 2%
Visited technology shops/ stores	46 2%	2 2%	41 2%	12 1%	8 2%	3 4%	8 3%	12 2%	1 2%	1 4%	17 2%	30 2%	- -%	- -%	26 2%	26 2%	21 2%
Looked at Which? recommendations	34 1%	1 1%	31 2%	6 1%	7 1%	1 1%	6 2%	8 2%	4 6% cdgjk	- -%	11 1%	23 2%	2 3%	- -%	21 2%	21 2%	13 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS *m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2489	266	1956	950	512	77	290	459	84	36	1111	1370	72	-	1192	1192	1297
Effective Weighted Sample	2044	212	1664	733	444	66	243	397	69	29	867	1171	57	-	987	987	1060
Total	2439	102	2021	842	550	77	290	489	77	33	996	1434	71	-	1124	1124	1315
Looked online at magazine/ newspaper articles	28 1%	1 1%	27 1%	6 1%	5 1%	3 4% cdj	4 1%	7 1%	* *%	2 6% cdj	10 1%	18 1%	1 2%	- -%	16 1%	16 1%	12 1%
Looked at print copies of magazine/ newspaper articles	22 1%	2 2%	19 1%	6 1%	4 1%	1 1%	3 1%	4 1%	2 2%	1 4%	9 1%	14 1%	* *%	- -%	13 1%	13 1%	9 1%
Other	10 *%	1 1%	10 *%	2 *%	4 1%	- -%	- -%	3 1%	- -%	1 4% cfjk	2 *%	9 1%	* *%	- -%	6 1%	6 1%	4 *%
TOTAL TRIED TO GET INFORMATION	530 22%	23 23%	484 24%	152 18%	127 23% c	16 20%	86 30% cgijk	99 20%	31 41% cdegijkl	4 11%	199 20%	331 23% c	15 22%	- -%	290 26% p	290 26% p	241 18%
Don't know	39 2%	2 2%	33 2%	13 2%	8 1%	1 2%	4 1%	9 2%	1 1%	- -%	15 2%	22 2%	2 2%	- -%	14 1%	14 1%	25 2%
No, have not tried to get any information	1869 77%	76 75%	1504 74%	676 80% fhk	416 76% h	60 78% h	200 69%	381 78% fh	44 58%	29 89% fh	781 78% fh	1080 75% fh	54 76% h	- -%	820 73%	820 73%	1050 80% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	676	1598	447	444	966	1864	304	321	1043	1906	284	299	1071	1706	328	297
Effective Weighted Sample	2044	550	1305	363	384	799	1518	251	283	856	1553	235	265	926	1415	255	238
Total	2439	627	1490	430	519	887	1737	314	388	960	1776	301	362	1154	1727	283	277
Looked at price comparison websites	254 10%	69 11%	150 10%	55 13%	49 9%	91 10%	177 10%	42 13%	35 9%	98 10%	179 10%	40 13%	35 10%	142 12% op	214 12% op	17 6%	18 7%
Looked at supplier websites	231 9%	66 11%	137 9%	51 12%	42 8%	86 10%	168 10%	30 10%	33 8%	93 10%	171 10%	28 9%	31 9%	120 10%	172 10%	23 8%	27 10%
Used search engine/ Google to search	87 4%	19 3%	46 3%	18 4%	23 4%	30 3%	56 3%	17 5%	13 3%	32 3%	58 3%	16 5%	13 4%	42 4%	68 4%	11 4%	7 3%
Asked friends/ colleagues/ neighbours for advice/ recommendations	69 3%	19 3%	43 3%	16 4%	10 2%	27 3%	53 3%	5 2%	10 3%	30 3%	56 3%	4 1%	9 2%	38 3%	55 3%	7 2%	5 2%
Called suppliers	52 2%	18 3%	29 2%	12 3%	11 2%	24 3%	40 2%	3 1%	9 2%	27 3%	40 2%	3 1%	9 2%	32 3% o	45 3% o	1 *%	3 1%
Visited technology shops/ stores	46 2%	16 2%	25 2%	13 3%	8 2%	16 2%	33 2%	4 1%	9 2%	18 2%	35 2%	6 2%	6 2%	22 2%	37 2%	3 1%	5 2%
Looked at Which? recommendations	34 1%	10 2%	21 1%	9 2%	5 1%	13 1%	22 1%	6 2%	6 2%	14 1%	25 1%	4 1%	5 1%	11 1%	24 1%	4 2%	5 2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	676	1598	447	444	966	1864	304	321	1043	1906	284	299	1071	1706	328	297
Effective Weighted Sample	2044	550	1305	363	384	799	1518	251	283	856	1553	235	265	926	1415	255	238
Total	2439	627	1490	430	519	887	1737	314	388	960	1776	301	362	1154	1727	283	277
Looked online at magazine/ newspaper articles	28 1%	8 1%	16 1%	7 2%	4 1%	9 1%	17 1%	7 2%	3 1%	10 1%	20 1%	4 1%	3 1%	11 1%	24 1%	1 *%	1 *%
Looked at print copies of magazine/ newspaper articles	22 1%	6 1%	12 1%	9 2% bd	2 *%	8 1%	14 1%	6 2%	3 1%	8 1%	14 1%	7 2% j	2 *%	6 1%	14 1%	4 1%	4 1%
Other	10 *%	2 *%	6 *%	2 *%	2 *%	2 *%	7 *%	2 1%	1 *%	3 *%	8 *%	1 *%	1 *%	6 *%	8 *%	* *%	1 *%
TOTAL TRIED TO GET INFORMATION	530 22%	147 23%	312 21%	114 27% bd	104 20%	192 22%	378 22%	74 24%	78 20%	213 22%	388 22%	69 23%	73 20%	274 24% op	419 24% op	49 17%	47 17%
Don't know	39 2%	8 1%	27 2%	2 1%	10 2%	15 2%	30 2%	4 1%	5 1%	17 2%	31 2%	3 1%	5 1%	14 1%	19 1%	6 2%	10 4% mn
No, have not tried to get any information	1869 77%	472 75%	1150 77%	314 73%	405 78%	680 77%	1329 77%	236 75%	305 79%	730 76%	1357 76%	228 76%	284 79%	866 75%	1289 75%	228 81% n	220 79%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
							TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES									
							TO GET LANDLINE TO GET MORE RELIABLE THAN MOBILE									
	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS					WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
	Total	AGREE	AGREE	DISAGREE	DISAGREE	DK	MAKE CALLS	TO RECEIVE CALLS				RETIRED				
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2489	690	1102	800	1045	342	469	240	786	1139	107	1297	730	461	221	81
Effective Weighted Sample	2044	583	904	674	868	275	394	200	655	969	80	1079	616	381	182	69
Total	2439	743	1116	746	983	340	444	234	749	1206	100	1406	593	439	223	83
Looked at price comparison websites	254	89	140	51	77	36	38	14	57	147	9	187	33	34	33	15
	10%	12%	13%	7%	8%	11%	9%	6%	8%	12%	9%	13%	5%	8%	15%	18%
		cd	cd			c				gh		lm				
Looked at supplier websites	231	94	133	48	67	30	27	17	50	121	12	151	48	31	33	12
	9%	13%	12%	6%	7%	9%	6%	7%	7%	10%	12%	11%	8%	7%	15%	14%
		cd	cd							fh		m				
Used search engine/ Google to search	87	38	51	14	25	11	13	5	22	49	3	52	16	19	15	6
	4%	5%	5%	2%	3%	3%	3%	2%	3%	4%	3%	4%	3%	4%	7%	7%
		cd	cd													
Asked friends/ colleagues/ neighbours for advice/ recommendations	69	19	30	14	26	13	9	9	23	32	2	43	7	18	12	4
	3%	3%	3%	2%	3%	4%	2%	4%	3%	3%	2%	3%	1%	4%	6%	5%
												l		l		
Called suppliers	52	23	30	14	20	2	7	4	15	28	1	31	9	12	5	4
	2%	3%	3%	2%	2%	*%	2%	2%	2%	2%	1%	2%	2%	3%	2%	5%
		e	e													
Visited technology shops/ stores	46	10	19	13	18	9	13	3	17	21	2	29	7	10	10	5
	2%	1%	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%	1%	2%	5%	6%
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 36**

**Q24. In the last 12 months, have you tried to get any information about alternative landline providers or tariffs that you could use? IF YES - How did you try to get this information? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS	
	Total	STRONGLY	STRONGLY	TOTAL	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2489	690	1102	800	1045	342	469	240	786	1139	107	1297	730	461	221	81
Effective Weighted Sample	2044	583	904	674	868	275	394	200	655	969	80	1079	616	381	182	69
Total	2439	743	1116	746	983	340	444	234	749	1206	100	1406	593	439	223	83
Looked at Which? recommendations	34 1%	11 2%	22 2% cd	5 1%	7 1%	5 2%	3 1%	3 1%	7 1%	15 1%	3 3%	28 2% lm	4 1%	2 *%	8 3%	5 5%
Looked online at magazine/ newspaper articles	28 1%	8 1%	18 2%	7 1%	8 1%	2 1%	2 1%	2 1%	4 1%	15 1%	2 2%	22 2% l	3 *%	4 1%	6 3%	3 3%
Looked at print copies of magazine/ newspaper articles	22 1%	4 1%	13 1%	4 1%	8 1%	1 *%	4 1%	1 *%	6 1%	10 1%	1 1%	15 1%	3 1%	5 1%	6 3%	3 3%
Other	10 *%	2 *%	6 1%	2 *%	3 *%	1 *%	- -%	1 *%	1 *%	4 *%	- -%	7 1%	2 *%	1 *%	- -%	1 1%
TOTAL TRIED TO GET INFORMATION	530 22%	187 25% cde	289 26% cde	121 16%	177 18%	64 19%	77 17%	38 16%	134 18%	275 23% fgh	24 24%	353 25% l	84 14%	93 21% l	67 30%	27 32%
Don't know	39 2%	14 2%	15 1%	11 1%	14 1%	10 3%	10 2%	4 2%	14 2%	13 1%	5 5% i	18 1%	6 1%	14 3% kl	5 2%	- -%
No, have not tried to get any information	1869 77%	542 73%	811 73%	615 82% ab	792 81% ab	266 78%	357 80%	192 82%	601 80% i	917 76%	72 71%	1035 74%	503 85% km	332 76%	152 68%	56 68%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 37**

**Q24B. Did you find the information you needed? (SINGLE CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

		GENDER		AGE									SEG					
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	641	331	310	40	112	126	125	122	88	28	238	116	246	168	99	127	64	63
Effective Weighted Sample	483	253	230	33	89	99	98	92	70	22	185	90	175	129	83	98	51	48
Total	530	280	250	44	123	105	101	80	55	23	228	78	191	140	103	96	56	40
Yes	434	229	205	38	106	91	77	61	45	16	197	61	160	120	76	77	44	33
	82%	82%	82%	86%	86%	87%	76%	76%	82%	71%	86%	79%	84%	85%	74%	81%	79%	83%
											fg			n				
No	73	40	34	4	14	10	17	14	8	6	24	14	22	18	17	16	10	6
	14%	14%	13%	9%	11%	10%	17%	18%	15%	28%	10%	19%	12%	13%	17%	17%	17%	15%
Don't know	24	12	12	2	3	4	7	5	2	*	7	2	9	2	10	3	2	1
	4%	4%	5%	5%	3%	4%	7%	6%	3%	2%	3%	3%	5%	2%	10%	3%	3%	2%
															mo			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 37**

**Q24B. Did you find the information you needed? (SINGLE CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	641	94	419	22	105	101	102	113	93	92	140	555	40	37	9	537	104
Effective Weighted Sample	483	73	316	18	82	78	73	87	66	63	118	425	34	31	8	412	72
Total	530	67	367	11	84	80	80	96	70	68	137	455	18	47	10	456	75
Yes	434	52	304	9	68	62	71	76	59	59	106	380	14	31	9	373	61
	82%	78%	83%	85%	80%	78%	89% j	80%	84%	86%	78%	83% m	77%	66%	86%	82%	81%
No	73	13	44	1	14	14	7	12	9	6	26	55	2	16	-	60	13
	14%	20%	12%	12%	17%	17%	9%	12%	13%	9%	19%	12%	12%	34% kl	-%	13%	18%
Don't know	24	2	19	*	2	4	2	8	2	4	4	20	2	-	1	23	1
	4%	3%	5%	3%	3%	5%	2%	8%	3%	5%	3%	4%	11%	-%	14%	5%	1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 37**

**Q24B. Did you find the information you needed? (SINGLE CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	641	612	641	621	626	59	626	384	312	15	626	20	621	608	13	18	2
Effective Weighted Sample	483	461	483	468	473	47	473	292	237	14	473	15	468	459	12	14	2
Total	530	501	530	516	508	53	508	316	263	23	508	15	516	495	21	13	2
Yes	434	406	434	422	424	47	424	261	228	9	424	11	422	415	7	9	2
	82%	81%	82%	82%	84%	89%	84%	82%	87%	42%	84%	76%	82%	84%	36%	71%	100%
No	73	72	73	70	60	2	60	40	26	13	60	4	70	56	13	4	-
	14%	14%	14%	13%	12%	3%	12%	13%	10%	58%	12%	24%	13%	11%	64%	29%	-%
		e	e	e													
Don't know	24	24	24	24	24	5	24	16	10	-	24	-	24	24	-	-	-
	4%	5%	4%	5%	5%	8%	5%	5%	4%	-%	5%	-%	5%	5%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 37**

**Q24B. Did you find the information you needed? (SINGLE CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	f	g	h	*i	j	k	*l	*m	n	o	p
Unweighted total	641	88	538	224	134	19	100	107	34	5	277	364	18	-	358	358	283
Effective Weighted Sample	483	75	436	146	110	14	80	92	26	4	186	298	13	-	271	271	213
Total	530	23	484	152	127	16	86	99	31	4	199	331	15	-	290	290	241
Yes	434	17	408	118	103	16	73	77	29	2	162	272	15	-	241	241	193
	82%	71%	84%	77%	81%	99%	85%	78%	92%	63%	81%	82%	100%	-%	83%	83%	80%
			a														
No	73	6	54	30	15	-	10	16	1	1	31	43	-	-	40	40	33
	14%	24%	11%	19%	12%	-%	12%	16%	3%	37%	15%	13%	-%	-%	14%	14%	14%
		b		h													
Don't know	24	1	22	5	8	*	3	6	1	-	7	17	-	-	9	9	14
	4%	5%	5%	3%	6%	1%	3%	6%	5%	-%	3%	5%	-%	-%	3%	3%	6%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 37**

**Q24B. Did you find the information you needed? (SINGLE CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	641	182	400	138	103	244	481	87	73	271	495	77	69	284	485	72	64
Effective Weighted Sample	483	137	298	101	86	184	359	65	62	205	369	59	58	232	370	52	49
Total	530	147	312	114	104	192	378	74	78	213	388	69	73	274	419	49	47
Yes	434	115	254	88	92	154	301	63	70	166	310	58	65	233	346	39	37
	82%	78%	81%	77%	88%	80%	80%	85%	90%	78%	80%	84%	89%	85%	83%	79%	80%
No	73	26	45	18	10	29	59	7	7	34	59	7	7	33	56	7	7
	14%	17%	14%	16%	10%	15%	16%	9%	10%	16%	15%	10%	10%	12%	13%	14%	15%
Don't know	24	6	13	8	2	9	18	4	1	13	18	4	1	8	17	4	3
	4%	4%	4%	7%	2%	5%	5%	6%	1%	6%	5%	6%	1%	3%	4%	7%	6%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 37**

**Q24B. Did you find the information you needed? (SINGLE CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	641	201	350	142	209	82	88	49	161	297	33	392	133	115	75	28
Effective Weighted Sample	483	160	261	114	163	60	67	37	122	238	24	301	108	85	56	22
Total	530	187	289	121	177	64	77	38	134	275	24	353	84	93	67	27
Yes	434	155	232	99	146	56	58	29	103	237	19	295	71	67	52	22
	82%	83%	80%	82%	82%	88%	75%	76%	77%	86% fh	79%	83% m	85% m	72%	78%	82%
No	73	27	42	19	27	5	17	8	27	30	3	40	10	23	7	1
	14%	15%	15%	15%	15%	7%	22% i	20%	20% i	11%	11%	11%	12%	25% kl	10%	3%
Don't know	24	5	16	3	5	3	2	1	4	8	2	18	3	2	8	4
	4%	2%	5%	3%	3%	5%	3%	4%	3%	3%	10%	5%	4%	3%	11%	15%
Columns Tested:	a, b, c, d, e - f, g, h, i, j - k, l, m - n, o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 38**

**SUMMARY OF LANDLINE OWNER ACTIVITY**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
SWITCHED PROVIDER IN LAST 12 MONTHS	345 12%	161 12%	185 13%	43 17% fhik	90 16% fhik	76 16% fhik	51 10% hik	50 13% hik	20 6%	14 5%	167 16% fhik	34 5%	81 10%	87 11%	94 15% l	84 14%	48 14%	36 12%
NOT SWITCHED BUT LOOKED FOR INFORMATION ON ALTERNATIVES PROVIDERS OR TARIFFS	530 19%	280 21%	250 18%	44 17% i	123 22% ik	105 22% hik	101 20% ik	80 21% ik	55 16% i	23 8%	228 22% hik	78 13% i	191 24% mnopq	140 18%	103 17%	96 15%	56 17%	40 14%
NEITHER SWITCHED NOR LOOKED FOR INFORMATION	1908 69%	923 68%	985 69%	166 66%	341 61%	286 61%	355 70% dej	251 66%	259 78% cdefgj	251 87% cdefghj	626 61%	510 82% cdefgj	516 66%	530 70%	421 68%	439 71% l	225 69%	214 74% l
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 38**

**SUMMARY OF LANDLINE OWNER ACTIVITY**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
SWITCHED PROVIDER IN LAST 12 MONTHS	345 12%	24 5%	237 14% ac	10 7%	74 16% ac	86 18% fgj	44 11%	47 12%	42 14% j	41 17% fj	84 9%	303 13% l	11 8%	26 12%	5 6%	290 12%	55 14%
NOT SWITCHED BUT LOOKED FOR INFORMATION ON ALTERNATIVES PROVIDERS OR TARIFFS	530 19%	67 14% c	367 22% ac	11 7%	84 18% c	80 16%	80 20% j	96 24% ej	70 23% ej	68 28% efj	137 14%	455 19% l	18 13%	47 21%	10 12%	456 19%	75 19%
NEITHER SWITCHED NOR LOOKED FOR INFORMATION	1908 69%	376 81% bd	1091 64%	134 86% bd	305 66%	323 66% i	276 69% i	255 64% i	195 63%	132 55%	727 77% efghi	1580 68%	110 79% km	150 67%	69 82% km	1649 69%	259 67%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 38**

**SUMMARY OF LANDLINE OWNER ACTIVITY**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
SWITCHED PROVIDER IN LAST 12 MONTHS	345 12%	328 12%	345 12%	338 13%	334 14%	40 17%	338 14%	207 13%	151 14%	11 3%	334 14% iknp	7 5%	338 13% iknp	328 14% iknp	10 4%	6 9% p	1 1%
NOT SWITCHED BUT LOOKED FOR INFORMATION ON ALTERNATIVES PROVIDERS OR TARIFFS	530 19%	501 19%	530 19%	516 20%	508 21%	53 23%	508 20%	316 20%	263 25% abcdfg	23 7%	508 21% iknp	15 9%	516 20% iknp	495 21% iknp	21 9%	13 18% ip	2 2%
NEITHER SWITCHED NOR LOOKED FOR INFORMATION	1908 69%	1845 69% defh	1908 69% eh	1772 67% eh	1627 66% h	137 60%	1650 66% h	1046 67% h	659 61%	282 89% jlmo	1627 66% jlmo	137 86% jlmo	1772 67%	1575 66%	196 87% jlmo	51 73%	85 96% jklmno
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 38**

**SUMMARY OF LANDLINE OWNER ACTIVITY**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
SWITCHED PROVIDER IN LAST 12 MONTHS	345 12%	6 6%	324 14% a	86 9%	102 16% cfgj	14 16%	31 10%	61 11%	17 18% cfj	6 17%	117 11%	226 14% cj	25 26% cdfgjk	345 100% nop	- -%	345 23% np	- -%
NOT SWITCHED BUT LOOKED FOR INFORMATION ON ALTERNATIVES PROVIDERS OR TARIFFS	530 19%	23 22%	484 21%	152 16%	127 19%	16 17%	86 27% cdgijk	99 18% cdegijkl	31 34%	4 10%	199 18%	331 20% c	15 16%	- -%	290 26% mop	290 20% m	241 18% m
NEITHER SWITCHED NOR LOOKED FOR INFORMATION	1908 69%	78 73% b	1537 66%	690 74% dfhkl	423 65% h	62 67% h	204 63% h	390 71% dfhl	45 48%	29 74% h	796 72% dfhkl	1103 66% h	56 58%	- -%	834 74% mo	834 57% m	1074 82% mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 38**

**SUMMARY OF LANDLINE OWNER ACTIVITY**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
SWITCHED PROVIDER IN LAST 12 MONTHS	345 12%	82 12%	177 11%	52 11%	116 18% abc	120 12%	221 11%	42 12%	82 17% efg	125 12%	225 11%	39 11%	81 18% ijk	198 15% p	276 14% p	34 11%	27 9%
NOT SWITCHED BUT LOOKED FOR INFORMATION ON ALTERNATIVES PROVIDERS OR TARIFFS	530 19%	147 21%	312 19%	114 24% bd	104 16%	192 19%	378 19%	74 21%	78 17%	213 20%	388 19%	69 20%	73 16%	274 20%	419 21% op	49 16%	47 15%
NEITHER SWITCHED NOR LOOKED FOR INFORMATION	1908 69%	480 68%	1177 71% d	316 66%	415 65%	695 69%	1359 69%	240 67%	310 66%	747 69%	1388 69%	231 68%	289 65%	880 65%	1308 65%	233 74% mn	231 76% mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 38**

**SUMMARY OF LANDLINE OWNER ACTIVITY**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
SWITCHED PROVIDER IN LAST 12 MONTHS	345	135	204	70	95	46	47	23	85	192	15	236	39	70	53	17
	12%	15%	15%	9%	9%	12%	10%	9%	10%	14%	13%	14%	6%	14%	19%	17%
		cd	cd							fgh		i		i		
NOT SWITCHED BUT LOOKED FOR INFORMATION ON ALTERNATIVES PROVIDERS OR TARIFFS	530	187	289	121	177	64	77	38	134	275	24	353	84	93	67	27
	19%	21%	22%	15%	16%	17%	16%	15%	16%	20%	21%	21%	13%	18%	24%	27%
		cd	cde									i		i		
NEITHER SWITCHED NOR LOOKED FOR INFORMATION	1908	556	827	625	806	275	367	196	615	930	76	1053	509	346	156	56
	69%	63%	63%	77%	75%	71%	75%	76%	74%	67%	66%	64%	81%	68%	57%	57%
				ab	ab	ab	i	i	i				km			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2489	1205	1284	165	361	397	458	413	401	294	758	695	722	693	485	586	291	295
Effective Weighted Sample	2044	997	1046	147	312	334	377	335	338	254	637	589	559	574	423	492	251	242
Total	2439	1204	1235	210	464	391	456	330	314	274	854	588	707	670	525	535	281	254
Happy/ content/ not looking to change from current supplier	1484 61%	751 62%	733 59%	146 69% efgj	282 61%	208 53%	260 57%	189 57%	200 64% e	200 73% defghj	489 57%	400 68% defgj	392 55%	409 61%	346 66% l	336 63% l	170 60%	167 66% l
Current provider is the best deal/ cheapest/ best value	371 15%	185 15%	186 15%	31 15%	80 17%	71 18% ik	61 13%	52 16%	43 14%	32 12%	152 18% ik	75 13%	104 15%	95 14%	76 14%	94 18%	51 18%	43 17%
Couldn't be bothered	338 14%	153 13%	185 15%	33 16%	47 10%	71 18% dghk	71 16% d	41 12%	39 12%	35 13%	118 14%	74 13%	99 14%	101 15%	59 11%	78 15%	45 16%	33 13%
Prefer to stay with trusted/ known provider	218 9%	116 10%	102 8%	11 5%	49 11%	27 7%	39 9%	27 8%	30 10%	34 12% ce	76 9%	64 11% ce	66 9%	59 9%	46 9%	46 9%	26 9%	20 8%
Can't change - tied into a contract	163 7%	84 7%	80 6%	14 7% ik	43 9% hik	34 9% hik	34 8% ik	22 7% ik	15 5% i	2 1%	76 9% hik	17 3%	62 9% oq	45 7% q	35 7% q	22 4%	15 5%	7 3%
Too time consuming to look into other options	158 6%	73 6%	85 7%	12 6%	31 7% i	25 7% i	35 8% i	26 8% ik	22 7% i	6 2%	57 7% i	28 5%	61 9% oq	45 7% q	28 5%	24 4%	17 6%	6 3%
Savings are not large enough	121 5%	65 5%	56 5%	15 7% k	26 6%	15 4%	25 5%	22 7% hik	10 3%	8 3%	41 5%	18 3%	50 7% mop	28 4%	26 5%	16 3%	6 2%	10 4%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2489	1205	1284	165	361	397	458	413	401	294	758	695	722	693	485	586	291	295
Effective Weighted Sample	2044	997	1046	147	312	334	377	335	338	254	637	589	559	574	423	492	251	242
Total	2439	1204	1235	210	464	391	456	330	314	274	854	588	707	670	525	535	281	254
Not much difference between the providers	118 5%	74 6% b	43 4%	10 5%	22 5%	16 4%	31 7% hk	20 6% k	10 3%	9 3%	38 4%	19 3%	35 5%	41 6%	21 4%	20 4%	10 4%	10 4%
Concerned I could lose my landline number/ email address	58 2%	29 2%	29 2%	6 3%	6 1%	6 2%	15 3%	8 2%	8 3%	9 3%	12 1%	17 3%	25 4% o	13 2%	12 2%	7 1%	3 1%	4 1%
Wouldn't know where to look/ what to look for	50 2%	21 2%	29 2%	1 1%	8 2%	8 2%	8 2%	2 1%	13 4% cgj	9 3% g	17 2%	22 4% g	13 2%	15 2%	10 2%	12 2%	5 2%	7 3%
Don't spend enough for a change to be worthwhile	49 2%	21 2%	28 2%	5 2%	7 2%	5 1%	10 2%	6 2%	6 2%	9 3%	12 1%	15 3%	15 2%	16 2%	8 1%	10 2%	3 1%	6 3%
Don't have a choice of landline providers in this area	34 1%	16 1%	18 1%	4 2%	8 2%	7 2%	6 1%	5 2%	3 1%	1 *% n	15 2%	4 1%	16 2%	10 1%	4 1%	5 1%	3 1%	2 1%
Wouldn't want an engineer visit	17 1%	7 1%	11 1%	3 1%	2 1%	3 1%	4 1%	2 *% ck	* *% n	4 1%	5 1%	4 1%	4 1%	6 1%	1 *% n	6 1%	2 1%	4 2% n
Other	36 1%	19 2%	17 1%	- -%	10 2%	5 1%	5 1%	9 3% ck	4 1%	2 1%	16 2%	6 1%	16 2%	6 1%	5 1%	9 2%	2 1%	7 3% m

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2489	1205	1284	165	361	397	458	413	401	294	758	695	722	693	485	586	291	295
Effective Weighted Sample	2044	997	1046	147	312	334	377	335	338	254	637	589	559	574	423	492	251	242
Total	2439	1204	1235	210	464	391	456	330	314	274	854	588	707	670	525	535	281	254
PROVIDER SATISFACTION/ TRUST	1590	807	783	151	302	222	281	204	217	213	524	430	422	441	363	363	184	180
	65%	67%	63%	72% efgj	65% e	57%	62%	62%	69% efj	78% defghj	61%	73% defgj	60%	66% l	69% l	68% l	65%	71% l
NO COST BENEFIT	564	293	271	47	117	100	100	85	63	51	217	115	171	153	113	125	66	60
	23%	24%	22%	22%	25% k	26% ik	22%	26% ik	20%	19%	25% ik	20%	24%	23%	22%	23%	23%	24%
TIME CONSUMING/ CAN'T BE BOTHERED	482	217	265	42	79	94	105	62	58	41	174	99	155	143	84	100	58	41
	20%	18%	21%	20%	17%	24% dik	23% ik	19%	18%	15%	20%	17%	22% n	21% n	16%	19%	21%	16%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	193	98	95	18	49	39	39	27	18	3	88	22	74	54	39	26	17	9
	8%	8%	8%	8% ik	11% hik	10% hik	9% ik	8% ik	6% i	1%	10% hik	4%	10% opq	8% oq	7% q	5%	6%	4%
RISK LOSING LANDLINE NUMBER	58	29	29	6	6	6	15	8	8	9	12	17	25	13	12	7	3	4
	2%	2%	2%	3%	1%	2%	3%	2%	3%	3%	1%	3%	4% o	2%	2%	1%	1%	1%
DON'T KNOW WHAT TO LOOK FOR	50	21	29	1	8	8	8	2	13	9	17	22	13	15	10	12	5	7
	2%	2%	2%	1%	2%	2%	2%	1%	4% cgj	3% g	2%	4% g	2%	2%	2%	2%	2%	3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	519	1381	176	410	430	375	346	281	211	846	2063	228	133	65	2114	375
Effective Weighted Sample	2044	439	1131	150	345	359	303	274	216	153	742	1730	210	117	59	1754	290
Total	2439	443	1459	145	389	403	356	351	265	200	864	2035	128	197	79	2105	334
Happy/ content/ not looking to change from current supplier	1484 61%	300 68% bd	847 58%	100 69% b	236 61%	257 64% ghi	235 66% ghi	191 54%	138 52%	102 51%	560 65% ghi	1226 60%	90 71% kn	125 64%	42 53%	1305 62% p	179 53%
Current provider is the best deal/ cheapest/ best value	371 15%	60 13%	215 15%	16 11%	79 20% abc	62 15%	50 14%	59 17%	33 13%	40 20%	128 15%	309 15% l	12 10%	41 21% l	9 11%	332 16%	39 12%
Couldn't be bothered	338 14%	53 12%	206 14%	20 14%	58 15%	43 11%	37 10%	57 16% ef	41 16%	22 11%	137 16% ef	288 14% l	9 7%	17 9%	24 30% klm	286 14%	51 15%
Prefer to stay with trusted/ known provider	218 9%	50 11%	122 8%	15 10%	32 8%	28 7%	41 12% e	33 9%	24 9%	16 8%	75 9%	190 9%	8 6%	15 8%	5 7%	183 9%	35 11%
Can't change - tied into a contract	163 7%	16 4%	125 9% acd	1 1%	21 5% c	22 5%	22 6%	30 9%	24 9%	17 8%	49 6%	149 7% m	8 6%	5 2%	1 2%	133 6%	31 9%
Too time consuming to look into other options	158 6%	22 5%	112 8% d	6 4%	18 5%	19 5%	20 6%	20 6%	18 7%	30 15% efghj	51 6%	132 6%	5 4%	14 7%	8 10% l	130 6%	28 8%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	519	1381	176	410	430	375	346	281	211	846	2063	228	133	65	2114	375
Effective Weighted Sample	2044	439	1131	150	345	359	303	274	216	153	742	1730	210	117	59	1754	290
Total	2439	443	1459	145	389	403	356	351	265	200	864	2035	128	197	79	2105	334
Savings are not large enough	121 5%	15 3%	90 6% acd	3 2%	13 3%	7 2%	12 3%	19 5% e	18 7% e	11 5% e	54 6% e	95 5%	9 7%	9 4%	8 11% k	111 5%	10 3%
Not much difference between the providers	118 5%	11 3%	86 6% a	8 5%	13 3%	11 3%	13 4%	22 6% e	11 4%	19 9% efhj	42 5%	101 5%	5 4%	6 3%	5 7%	105 5%	13 4%
Concerned I could lose my landline number/ email address	58 2%	13 3% d	38 3%	4 3%	3 1%	6 2%	3 1%	9 3%	15 6% efij	3 2%	22 3%	53 3% l	- -%	5 3% l	- -%	51 2%	8 2%
Wouldn't know where to look/ what to look for	50 2%	15 3% b	23 2%	7 5% bd	5 1%	12 3%	7 2%	8 2%	6 2%	3 1%	15 2%	37 2%	- -%	11 6% kl	3 3% l	44 2%	6 2%
Don't spend enough for a change to be worthwhile	49 2%	11 3%	28 2%	4 3%	6 2%	5 1%	1 *%	10 3% f	7 3% f	2 1%	23 3% f	45 2%	1 *%	3 1%	1 1%	44 2%	5 1%
Don't have a choice of landline providers in this area	34 1%	3 1%	27 2%	2 1%	3 1%	8 2% f	1 *%	2 1%	8 3% fgj	3 2%	10 1%	30 1%	2 1%	2 1%	- -%	25 1%	9 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	519	1381	176	410	430	375	346	281	211	846	2063	228	133	65	2114	375
Effective Weighted Sample	2044	439	1131	150	345	359	303	274	216	153	742	1730	210	117	59	1754	290
Total	2439	443	1459	145	389	403	356	351	265	200	864	2035	128	197	79	2105	334
Wouldn't want an engineer visit	17	1	10	3	3	4	2	2	2	1	7	17	1	-	-	15	2
	1%	*%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	*%	-%	-%	1%	1%
Other	36	3	24	3	6	9	4	8	2	8	5	30	1	3	3	31	5
	1%	1%	2%	2%	1%	2%	1%	2%	1%	4%	1%	1%	*%	1%	4%	1%	2%
						j		j		fhj					l		
PROVIDER SATISFACTION/ TRUST	1590	321	905	109	254	273	248	207	153	112	598	1317	96	133	44	1393	198
	65%	73%	62%	75%	65%	68%	70%	59%	58%	56%	69%	65%	75%	68%	56%	66%	59%
		bd		bd		ghi	ghi				ghi		kn			p	
NO COST BENEFIT	564	89	347	25	100	81	69	97	58	58	201	468	23	52	20	504	60
	23%	20%	24%	17%	26%	20%	19%	28%	22%	29%	23%	23%	18%	26%	26%	24%	18%
					c			ef		ef						p	
TIME CONSUMING/ CAN'T BE BOTHERED	482	72	310	27	73	61	56	75	57	49	183	410	13	29	30	407	75
	20%	16%	21%	18%	19%	15%	16%	21%	22%	25%	21%	20%	10%	15%	38%	19%	22%
			a					e	e	ef	ef	l			klm		
CAN'T CHANGE - CONTRACT OR AVAILABILITY	193	18	149	3	23	30	22	32	31	19	59	177	10	6	1	156	37
	8%	4%	10%	2%	6%	8%	6%	9%	12%	9%	7%	9%	8%	3%	2%	7%	11%
			acd						fj			m				o	
RISK LOSING LANDLINE NUMBER	58	13	38	4	3	6	3	9	15	3	22	53	-	5	-	51	8
	2%	3%	3%	3%	1%	2%	1%	3%	6%	2%	3%	3%	-%	3%	-%	2%	2%
		d							efij			l		l			
DON'T KNOW WHAT TO LOOK FOR	50	15	23	7	5	12	7	8	6	3	15	37	-	11	3	44	6
	2%	3%	2%	5%	1%	3%	2%	2%	2%	1%	2%	2%	-%	6%	3%	2%	2%
		b		bd										kl	l		

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	2409	2489	2331	2232	181	2251	1382	926	257	2232	158	2331	2154	177	78	80
Effective Weighted Sample	2044	1979	2044	1907	1809	147	1827	1140	755	236	1809	138	1907	1746	163	65	74
Total	2439	2346	2439	2287	2135	191	2158	1362	923	304	2135	152	2287	2070	217	64	88
Happy/ content/ not looking to change from current supplier	1484 61%	1427 61%	1484 61%	1377 60%	1272 60%	102 54%	1283 59%	843 62% h	529 57%	211 69% jlm	1272 60%	107 71% jlm	1377 60%	1235 60%	142 66%	38 59%	69 79% jlmno
Current provider is the best deal/ cheapest/ best value	371 15%	361 15%	371 15%	355 16%	341 16%	35 18%	345 16%	219 16%	180 20% abcdfg	30 10%	341 16% i	17 11%	355 16% i	332 16% i	23 11%	10 15%	7 8%
Couldn't be bothered	338 14%	328 14%	338 14%	313 14%	293 14%	36 19%	301 14%	199 15%	136 15%	45 15%	293 14%	24 16%	313 14%	281 14%	33 15%	12 19%	12 14%
Prefer to stay with trusted/ known provider	218 9%	214 9%	218 9%	201 9%	174 8%	17 9%	176 8%	106 8%	85 9%	44 14% jlm	174 8%	17 11%	201 9%	169 8%	32 15% jlm	5 8%	12 14%
Can't change - tied into a contract	163 7%	151 6%	163 7%	161 7%	159 7%	21 11% ab	160 7%	102 7%	74 8%	5 2%	159 7% iknp	3 2%	161 7% iknp	157 8% iknp	4 2%	2 3%	1 1%
Too time consuming to look into other options	158 6%	150 6%	158 6%	151 7%	151 7%	11 6%	151 7%	81 6%	77 8% g	7 2%	151 7% ip	7 4%	151 7% ip	145 7% ip	7 3%	7 10% inp	- -%
Savings are not large enough	121 5%	117 5%	121 5%	119 5%	109 5%	13 7%	109 5%	67 5%	74 8% abcdfg	12 4%	109 5%	2 1%	119 5%	107 5%	11 5%	1 2%	1 1%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	2409	2489	2331	2232	181	2251	1382	926	257	2232	158	2331	2154	177	78	80
Effective Weighted Sample	2044	1979	2044	1907	1809	147	1827	1140	755	236	1809	138	1907	1746	163	65	74
Total	2439	2346	2439	2287	2135	191	2158	1362	923	304	2135	152	2287	2070	217	64	88
Not much difference between the providers	118 5%	115 5%	118 5%	114 5%	109 5%	8 4%	110 5%	66 5%	55 6%	9 3%	109 5%	4 3%	114 5%	105 5%	8 4%	3 5%	1 1%
Concerned I could lose my landline number/ email address	58 2%	56 2%	58 2%	55 2%	52 2%	9 5%	52 2%	32 2%	21 2%	7 2%	52 2%	3 2%	55 2%	51 2%	4 2%	1 1%	2 3%
Wouldn't know where to look/ what to look for	50 2%	49 2%	50 2%	45 2%	37 2%	2 1%	37 2%	32 2%	14 1%	13 4% jlm	37 2%	5 3%	45 2%	34 2%	12 5% jlm	3 5% jm	2 2%
Don't spend enough for a change to be worthwhile	49 2%	45 2%	49 2%	44 2%	39 2%	4 2%	39 2%	31 2%	21 2%	10 3%	39 2%	5 3%	44 2%	39 2%	5 2%	- -%	5 6% jlmo
Don't have a choice of landline providers in this area	34 1%	29 1%	34 1%	32 1%	34 2%	2 1%	34 2%	16 1%	19 2%	- -%	34 2%	2 1%	32 1%	32 2%	- -%	2 3% in	- -%
Wouldn't want an engineer visit	17 1%	14 1%	17 1%	15 1%	15 1%	2 1%	15 1%	8 1%	7 1%	2 1%	15 1%	2 2%	15 1%	14 1%	1 *%	1 2%	1 1%
Other	36 1%	33 1%	36 1%	33 1%	36 2%	5 3%	36 2%	18 1%	15 2%	- -%	36 2% i	3 2% i	33 1%	33 2%	- -%	3 5% ijlmn	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	2409	2489	2331	2232	181	2251	1382	926	257	2232	158	2331	2154	177	78	80
Effective Weighted Sample	2044	1979	2044	1907	1809	147	1827	1140	755	236	1809	138	1907	1746	163	65	74
Total	2439	2346	2439	2287	2135	191	2158	1362	923	304	2135	152	2287	2070	217	64	88
PROVIDER SATISFACTION/ TRUST	1590 65%	1531 65%	1590 65%	1477 65%	1360 64%	111 58%	1372 64%	894 66%	567 61%	230 76% jlmo	1360 64%	114 75% jlmo	1477 65%	1322 64%	155 72% jm	39 60%	75 86% jlmno
NO COST BENEFIT	564 23%	547 23%	564 23%	537 23%	509 24%	56 29%	514 24%	323 24%	276 30% abcdfg	54 18%	509 24% i	26 17%	537 23%	496 24% i	41 19%	13 21%	13 15%
TIME CONSUMING/ CAN'T BE BOTHERED	482 20%	464 20%	482 20%	452 20%	431 20%	49 26%	439 20%	269 20%	204 22%	51 17%	431 20%	30 20%	452 20%	414 20%	38 17%	17 26%	13 15%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	193 8%	178 8%	193 8%	189 8%	189 9%	24 12% a	190 9%	118 9%	91 10%	5 2%	189 9% iknp	4 3%	189 8% iknp	185 9% iknp	4 2%	3 5%	1 1%
RISK LOSING LANDLINE NUMBER	58 2%	56 2%	58 2%	55 2%	52 2%	9 5%	52 2%	32 2%	21 2%	7 2%	52 2%	3 2%	55 2%	51 2%	4 2%	1 1%	2 3%
DON'T KNOW WHAT TO LOOK FOR	50 2%	49 2%	50 2%	45 2%	37 2%	2 1%	37 2%	32 2%	14 1%	13 4% jlm	37 2%	5 3%	45 2%	34 2%	12 5% jlm	3 5% jm	2 2%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS *m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2489	266	1956	950	512	77	290	459	84	36	1111	1370	72	-	1192	1192	1297
Effective Weighted Sample	2044	212	1664	733	444	66	243	397	69	29	867	1171	57	-	987	987	1060
Total	2439	102	2021	842	550	77	290	489	77	33	996	1434	71	-	1124	1124	1315
Happy/ content/ not looking to change from current supplier	1484 61%	46 45%	1220 60% a	540 64% fk	332 60%	49 63%	160 55%	291 59%	43 57%	24 74%	633 64% fk	846 59%	40 56%	- -%	655 58%	655 58%	829 63% no
Current provider is the best deal/ cheapest/ best value	371 15%	12 12%	328 16%	79 9%	104 19% cgj	12 16%	69 24% cgjk	65 13% c	18 24% cgj	8 25% cj	110 11%	261 18% cgj	15 21% cj	- -%	221 20% p	221 20% p	150 11%
Couldn't be bothered	338 14%	15 15%	278 14%	115 14%	84 15%	13 17%	35 12%	70 14%	7 9%	2 6%	136 14%	201 14%	10 14%	- -%	142 13%	142 13%	196 15%
Prefer to stay with trusted/ known provider	218 9%	5 5%	168 8%	121 14% dfghk	36 6% f	10 13% fhk	6 2%	41 8% fh	1 1%	1 4%	131 13% dfghk	87 6% f	4 5%	- -%	84 7%	84 7%	134 10% no
Can't change - tied into a contract	163 7%	3 3%	154 8% a	28 3%	45 8% cj	6 8% c	33 11% cgj	30 6% c	12 16% cgjk	1 2%	47 5%	115 8% cj	6 9% c	- -%	105 9% p	105 9% p	59 4%
Too time consuming to look into other options	158 6%	10 10%	140 7%	62 7%	29 5%	4 5%	20 7%	36 7%	3 4%	* 1%	69 7%	88 6%	1 2%	- -%	59 5%	59 5%	99 7% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	*m	n	o	p
Unweighted total	2489	266	1956	950	512	77	290	459	84	36	1111	1370	72	-	1192	1192	1297
Effective Weighted Sample	2044	212	1664	733	444	66	243	397	69	29	867	1171	57	-	987	987	1060
Total	2439	102	2021	842	550	77	290	489	77	33	996	1434	71	-	1124	1124	1315
Savings are not large enough	121	3	105	50	31	4	13	16	5	*	59	61	1	-	67	67	54
	5%	3%	5%	6%	6%	5%	5%	3%	7%	1%	6%	4%	2%	-%	6%	6%	4%
				g							g						
Not much difference between the providers	118	2	106	43	28	4	10	25	2	*	50	68	5	-	63	63	54
	5%	2%	5%	5%	5%	6%	3%	5%	3%	1%	5%	5%	7%	-%	6%	6%	4%
Concerned I could lose my landline number/ email address	58	1	51	28	11	-	6	12	1	-	29	29	-	-	25	25	33
	2%	1%	3%	3%	2%	-%	2%	2%	1%	-%	3%	2%	-%	-%	2%	2%	2%
Wouldn't know where to look/ what to look for	50	3	34	23	10	3	5	9	-	1	26	24	-	-	19	19	32
	2%	3%	2%	3%	2%	4%	2%	2%	-%	2%	3%	2%	-%	-%	2%	2%	2%
Don't spend enough for a change to be worthwhile	49	1	38	16	15	1	5	11	1	*	18	31	-	-	23	23	26
	2%	1%	2%	2%	3%	1%	2%	2%	1%	1%	2%	2%	-%	-%	2%	2%	2%
Don't have a choice of landline providers in this area	34	1	33	13	7	-	5	4	4	-	18	16	-	-	20	20	14
	1%	1%	2%	2%	1%	-%	2%	1%	6%	-%	2%	1%	-%	-%	2%	2%	1%
									cdgjk								

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS *m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2489	266	1956	950	512	77	290	459	84	36	1111	1370	72	-	1192	1192	1297
Effective Weighted Sample	2044	212	1664	733	444	66	243	397	69	29	867	1171	57	-	987	987	1060
Total	2439	102	2021	842	550	77	290	489	77	33	996	1434	71	-	1124	1124	1315
Wouldn't want an engineer visit	17 1%	2 2% b	13 1%	8 1%	5 1%	- -%	2 1%	2 *%	- -%	- -%	8 1%	9 1%	- -%	- -%	7 1%	7 1%	10 1%
Other	36 1%	6 5% b	29 1%	15 2%	7 1%	* *%	4 1%	9 2%	- -%	- -%	15 1%	20 1%	1 1%	- -%	12 1%	12 1%	24 2%
PROVIDER SATISFACTION/ TRUST	1590 65%	51 50%	1303 64% a	599 71% dfghk	350 64% f	53 69%	161 56%	311 63%	44 58%	24 74%	696 70% dfghk	890 62%	44 62%	- -%	695 62%	695 62%	895 68% no
NO COST BENEFIT	564 23%	19 19%	489 24%	153 18%	153 28% cgj	19 25%	92 32% cgj	97 20%	24 31% cgj	9 26%	196 20%	368 26% cgj	18 25%	- -%	326 29% p	326 29% p	238 18%
TIME CONSUMING/ CAN'T BE BOTHERED	482 20%	26 26% b	404 20%	174 21%	109 20%	14 18%	56 19%	104 21%	9 12%	2 7%	198 20%	282 20%	10 14%	- -%	198 18%	198 18%	284 22% no
CAN'T CHANGE - CONTRACT OR AVAILABILITY	193 8%	4 4%	183 9% a	40 5%	51 9% cj	6 8%	38 13% cgj	34 7%	15 20% cdgijk	1 2%	62 6%	130 9% cj	6 9%	- -%	123 11% p	123 11% p	70 5%
RISK LOSING LANDLINE NUMBER	58 2%	1 1%	51 3%	28 3%	11 2%	- -%	6 2%	12 2%	1 1%	- -%	29 3%	29 2%	- -%	- -%	25 2%	25 2%	33 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

		PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER									SWITCHING LANDLINE				
											BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET						
		Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE		OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK	
Significance Level: 95%		a	b	c	d	e		f	g	h	i	j	k	l	*m	n	o	p
Unweighted total		2489	266	1956	950	512	77	290	459	84	36	1111	1370	72	-	1192	1192	1297
Effective Weighted Sample		2044	212	1664	733	444	66	243	397	69	29	867	1171	57	-	987	987	1060
Total		2439	102	2021	842	550	77	290	489	77	33	996	1434	71	-	1124	1124	1315
DON'T KNOW WHAT TO LOOK FOR		50 2%	3 3%	34 2%	23 3%	10 2%	3 4%	5 2%	9 2%	- -%	1 2%	26 3%	24 2%	- -%	- -%	19 2%	19 2%	32 2%
Columns Tested:		a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																

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**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	676	1598	447	444	966	1864	304	321	1043	1906	284	299	1071	1706	328	297
Effective Weighted Sample	2044	550	1305	363	384	799	1518	251	283	856	1553	235	265	926	1415	255	238
Total	2439	627	1490	430	519	887	1737	314	388	960	1776	301	362	1154	1727	283	277
Happy/ content/ not looking to change from current supplier	1484	410	917	258	309	597	1065	171	248	628	1086	167	231	701	1016	182	180
	61%	65%	62%	60%	60%	67%	61%	54%	64%	65%	61%	56%	64%	61%	59%	64%	65%
						fg	g		g	jk							
Current provider is the best deal/ cheapest/ best value	371	108	231	73	68	139	266	55	50	151	272	53	47	189	283	38	34
	15%	17%	15%	17%	13%	16%	15%	18%	13%	16%	15%	18%	13%	16%	16%	13%	12%
Couldn't be bothered	338	58	179	72	87	85	222	57	59	97	227	56	55	175	257	27	30
	14%	9%	12%	17%	17%	10%	13%	18%	15%	10%	13%	19%	15%	15%	15%	10%	11%
				ab	ab		e	ef	e			ij	i	o	o		
Prefer to stay with trusted/ known provider	218	76	162	28	28	101	181	15	22	110	184	15	19	102	144	32	25
	9%	12%	11%	6%	5%	11%	10%	5%	6%	11%	10%	5%	5%	9%	8%	11%	9%
		cd	cd			gh	gh			kl	kl						
Can't change - tied into a contract	163	32	92	32	40	51	106	33	24	52	112	27	24	96	135	11	15
	7%	5%	6%	7%	8%	6%	6%	10%	6%	5%	6%	9%	7%	8%	8%	4%	5%
								ef				i		o	o		
Too time consuming to look into other options	158	42	94	24	40	47	105	19	34	59	108	19	31	69	109	19	23
	6%	7%	6%	6%	8%	5%	6%	6%	9%	6%	6%	6%	9%	6%	6%	7%	8%
									e								

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	676	1598	447	444	966	1864	304	321	1043	1906	284	299	1071	1706	328	297
Effective Weighted Sample	2044	550	1305	363	384	799	1518	251	283	856	1553	235	265	926	1415	255	238
Total	2439	627	1490	430	519	887	1737	314	388	960	1776	301	362	1154	1727	283	277
Savings are not large enough	121 5%	43 7%	71 5%	24 5%	26 5%	47 5%	81 5%	17 6%	23 6%	52 5%	81 5%	19 6%	22 6%	74 6%	101 6%	10 3%	8 3%
Not much difference between the providers	118 5%	30 5%	65 4%	27 6%	26 5%	38 4%	74 4%	19 6%	24 6%	40 4%	77 4%	18 6%	23 6%	68 6%	90 5%	7 3%	16 6%
Concerned I could lose my landline number/ email address	58 2%	25 4% d	47 3% d	7 2%	4 1%	29 3% h	48 3%	6 2%	4 1%	32 3%	50 3%	4 1%	4 1%	28 2% p	47 3% p	6 2%	1 **%
Wouldn't know where to look/ what to look for	50 2%	14 2%	35 2%	6 1%	9 2%	21 2%	39 2%	8 3%	3 1%	22 2%	39 2%	8 3%	3 1%	20 2%	33 2%	6 2%	6 2%
Don't spend enough for a change to be worthwhile	49 2%	9 2%	30 2%	6 1%	12 2%	14 2%	33 2%	4 1%	11 3%	14 1%	33 2%	6 2%	9 3%	25 2%	36 2%	4 1%	3 1%
Don't have a choice of landline providers in this area	34 1%	4 1%	15 1%	5 1%	13 3% ab	9 1%	21 1%	3 1%	10 3%	9 1%	21 1%	3 1%	10 3% ij	17 2%	25 1%	1 **%	6 2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	676	1598	447	444	966	1864	304	321	1043	1906	284	299	1071	1706	328	297
Effective Weighted Sample	2044	550	1305	363	384	799	1518	251	283	856	1553	235	265	926	1415	255	238
Total	2439	627	1490	430	519	887	1737	314	388	960	1776	301	362	1154	1727	283	277
Wouldn't want an engineer visit	17 1%	5 1%	13 1%	3 1%	2 *%	6 1%	14 1%	2 1%	2 *%	7 1%	14 1%	2 1%	2 *%	5 *%	10 1%	3 1%	2 1%
Other	36 1%	10 2%	23 2%	8 2%	5 1%	16 2%	28 2%	6 2%	2 *%	16 2%	28 2%	6 2%	2 *%	8 1%	21 1%	10 3% mn	3 1%
PROVIDER SATISFACTION/ TRUST	1590 65%	437 70% cd	993 67%	271 63%	327 63%	634 72% fg	1152 66% g	179 57%	259 67% g	668 70% k	1176 66% k	174 58%	240 66%	750 65%	1092 63%	192 68%	193 70%
NO COST BENEFIT	564 23%	162 26%	347 23%	109 25%	107 21%	208 23%	398 23%	80 25%	86 22%	225 23%	406 23%	79 26%	78 22%	288 25%	425 25%	56 20%	57 21%
TIME CONSUMING/ CAN'T BE BOTHERED	482 20%	99 16%	273 18%	94 22% a	114 22% a	129 15%	322 19% e	75 24% ef	85 22% e	154 16%	330 19%	73 24% ij	80 22% i	237 20%	353 20%	46 16%	53 19%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	193 8%	35 6%	104 7%	37 9%	52 10% ab	60 7%	124 7%	36 11% ef	33 9%	61 6%	130 7%	30 10%	33 9%	114 10% o	158 9% o	12 4%	18 7%
RISK LOSING LANDLINE NUMBER	58 2%	25 4% d	47 3% d	7 2%	4 1%	29 3% h	48 3%	6 2%	4 1%	32 3%	50 3%	4 1%	4 1%	28 2% p	47 3% p	6 2%	1 *%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2489	676	1598	447	444	966	1864	304	321	1043	1906	284	299	1071	1706	328	297
Effective Weighted Sample	2044	550	1305	363	384	799	1518	251	283	856	1553	235	265	926	1415	255	238
Total	2439	627	1490	430	519	887	1737	314	388	960	1776	301	362	1154	1727	283	277
DON'T KNOW WHAT TO LOOK FOR	50	14	35	6	9	21	39	8	3	22	39	8	3	20	33	6	6
	2%	2%	2%	1%	2%	2%	2%	3%	1%	2%	2%	3%	1%	2%	2%	2%	2%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

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**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	AGREE	DISAGREE	DISAGREE											
		a	b	c	d											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2489	690	1102	800	1045	342	469	240	786	1139	107	1297	730	461	221	81
Effective Weighted Sample	2044	583	904	674	868	275	394	200	655	969	80	1079	616	381	182	69
Total	2439	743	1116	746	983	340	444	234	749	1206	100	1406	593	439	223	83
Happy/ content/ not looking to change from current supplier	1484	420	619	511	665	200	315	151	503	710	55	802	406	276	120	48
	61%	57%	55%	68% abe	68% abe	59%	71% ij	64%	67% ij	59%	55%	57%	69% k	63% k	54%	58%
Current provider is the best deal/ cheapest/ best value	371	118	173	107	147	51	75	28	118	193	15	219	82	70	32	16
	15%	16%	16%	14%	15%	15%	17%	12%	16%	16%	15%	16%	14%	16%	14%	19%
Couldn't be bothered	338	116	177	84	109	52	51	42	102	174	10	202	67	69	36	13
	14%	16% cd	16% cd	11%	11%	15%	11%	18% f	14%	14%	10%	14%	11%	16% l	16%	15%
Prefer to stay with trusted/ known provider	218	41	74	92	116	27	54	21	81	100	9	126	58	35	15	5
	9%	6%	7%	12% ab	12% ab	8%	12% i	9%	11%	8%	9%	9%	10%	8%	7%	6%
Can't change - tied into a contract	163	61	100	28	40	23	13	8	24	106	10	122	22	20	20	5
	7%	8% cd	9% cd	4%	4%	7% c	3%	3%	3%	9% fgh	10% fgh	9% lm	4%	4%	9%	6%
Too time consuming to look into other options	158	58	82	38	52	24	23	6	35	89	8	111	27	21	17	6
	6%	8%	7%	5%	5%	7%	5%	3%	5%	7% gh	8%	8% lm	4%	5%	8%	8%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2489	690	1102	800	1045	342	469	240	786	1139	107	1297	730	461	221	81
Effective Weighted Sample	2044	583	904	674	868	275	394	200	655	969	80	1079	616	381	182	69
Total	2439	743	1116	746	983	340	444	234	749	1206	100	1406	593	439	223	83
Savings are not large enough	121 5%	44 6% cd	70 6% cd	23 3%	35 4%	16 5%	19 4%	7 3%	28 4%	76 6% h	4 4%	78 6% l	20 3%	22 5%	9 4%	7 8%
Not much difference between the providers	118 5%	40 5% c	59 5% c	19 3%	37 4%	21 6% c	15 3%	7 3%	24 3%	71 6% h	6 6%	78 6%	25 4%	15 4%	11 5%	6 7%
Concerned I could lose my landline number/ email address	58 2%	13 2%	25 2%	24 3%	29 3%	5 1%	8 2%	4 2%	15 2%	32 3%	1 1%	36 3%	14 2%	8 2%	8 4%	6 8%
Wouldn't know where to look/ what to look for	50 2%	15 2%	24 2%	18 2%	22 2%	4 1%	11 2%	8 3%	20 3%	19 2%	2 2%	28 2%	16 3%	6 1%	8 4%	1 2%
Don't spend enough for a change to be worthwhile	49 2%	16 2%	25 2%	12 2%	17 2%	7 2%	9 2%	5 2%	18 2%	22 2%	2 2%	30 2%	13 2%	7 1%	4 2%	3 3%
Don't have a choice of landline providers in this area	34 1%	16 2% c	22 2% c	4 1%	9 1%	3 1%	2 *%	2 1%	6 1%	24 2% f	1 1%	23 2%	7 1%	4 1%	2 1%	1 1%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
		AGREE	TOTAL	DISAGREE	DISAGREE	DK										
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2489	690	1102	800	1045	342	469	240	786	1139	107	1297	730	461	221	81
Effective Weighted Sample	2044	583	904	674	868	275	394	200	655	969	80	1079	616	381	182	69
Total	2439	743	1116	746	983	340	444	234	749	1206	100	1406	593	439	223	83
Wouldn't want an engineer visit	17 1%	- -%	5 *%	3 *%	7 1% a	6 2% ab	6 1%	1 *%	9 1%	6 1%	* *%	9 1%	5 1%	4 1%	1 1%	1 1%
Other	36 1%	8 1%	16 1%	5 1%	12 1%	8 2% c	3 1%	6 3% f	9 1%	15 1%	1 1%	25 2%	6 1%	6 1%	5 2%	1 1%
PROVIDER SATISFACTION/ TRUST	1590 65%	448 60%	665 60%	546 73% abe	712 72% abe	214 63%	330 74% ij	162 69%	532 71% ij	769 64%	59 59%	863 61%	432 73% k	295 67% k	128 57%	49 59%
NO COST BENEFIT	564 23%	188 25% c	283 25% cd	146 20%	209 21%	72 21%	99 22%	43 18%	163 22%	300 25% g	24 24%	339 24%	125 21%	99 23%	47 21%	25 30%
TIME CONSUMING/ CAN'T BE BOTHERED	482 20%	160 22% cd	249 22% cd	118 16%	157 16%	76 22% cd	74 17%	48 20%	139 19%	253 21%	18 18%	301 21% l	91 15%	90 21% l	51 23%	18 22%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	193 8%	76 10% cd	120 11% cd	31 4%	48 5%	26 8% c	15 3%	10 4%	30 4%	128 11% fgh	10 10% fh	142 10% lm	28 5%	23 5%	22 10%	6 7%
RISK LOSING LANDLINE NUMBER	58 2%	13 2%	25 2%	24 3%	29 3%	5 1%	8 2%	4 2%	15 2%	32 3%	1 1%	36 3%	14 2%	8 2%	8 4%	6 8%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 39**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) who have not switched landline phone service provider in the last 12 months

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE							MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY TOTAL DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
			AGREE	DISAGREE												
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2489	690	1102	800	1045	342	469	240	786	1139	107	1297	730	461	221	81
Effective Weighted Sample	2044	583	904	674	868	275	394	200	655	969	80	1079	616	381	182	69
Total	2439	743	1116	746	983	340	444	234	749	1206	100	1406	593	439	223	83
DON'T KNOW WHAT TO LOOK FOR	50 2%	15 2%	24 2%	18 2%	22 2%	4 1%	11 2%	8 3%	20 3%	19 2%	2 2%	28 2%	16 3%	6 1%	8 4%	1 2%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q
Unweighted total	641	331	310	40	112	126	125	122	88	28	238	116	246	168	99	127	64	63
Effective Weighted Sample	483	253	230	33	89	99	98	92	70	22	185	90	175	129	83	98	51	48
Total	530	280	250	44	123	105	101	80	55	23	228	78	191	140	103	96	56	40
Happy/ content/ not looking to change from current supplier	216 41%	116 41%	100 40%	24 55% eh	59 48%	36 34%	38 37%	31 38%	18 33%	11 49%	94 41%	29 38%	65 34%	66 47% l	43 42%	42 44%	26 46%	16 40%
Current provider is the best deal/ cheapest/ best value	168 32%	86 31%	82 33%	6 14%	42 35% c	35 34% c	31 31%	24 30%	19 34% c	9 40%	78 34% c	28 36% c	62 33%	42 30%	27 26%	35 37%	19 35%	16 40%
Can't change - tied into a contract	58 11%	35 12%	23 9%	4 8%	12 9%	14 14%	10 10%	8 10%	10 19%	* 1%	26 11%	10 13%	26 13%	12 9%	12 12%	8 8%	3 6%	5 11%
Prefer to stay with trusted/ known provider	52 10%	36 13% b	16 7%	4 8%	13 11%	7 6%	10 10%	13 16% ek	5 9%	- -%	20 9%	5 7%	16 8%	15 11%	10 10%	11 11%	6 11%	4 11%
Savings are not large enough	49 9%	29 10%	20 8%	5 11%	16 13%	9 9%	7 7%	6 8%	3 6%	3 12%	25 11%	6 8%	21 11% p	13 9%	11 10%	4 4%	1 2%	3 8%
Couldn't be bothered	42 8%	15 5%	27 11% a	2 4%	12 10%	7 7%	11 11%	4 5%	5 9%	1 5%	19 9%	6 8%	17 9%	11 8%	7 7%	7 7%	4 7%	3 7%
Not much difference between the providers	40 8%	26 9%	14 6%	2 6%	11 9%	6 5%	9 9%	7 9%	3 5%	1 5%	17 7%	4 5%	13 7%	17 12% o	6 6%	4 4%	2 4%	1 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q
Unweighted total	641	331	310	40	112	126	125	122	88	28	238	116	246	168	99	127	64	63
Effective Weighted Sample	483	253	230	33	89	99	98	92	70	22	185	90	175	129	83	98	51	48
Total	530	280	250	44	123	105	101	80	55	23	228	78	191	140	103	96	56	40
Too time consuming to look into other options	30 6%	17 6%	13 5%	5 10% d	1 1%	9 9% d	6 5%	4 5%	6 11% d	- -%	10 4%	6 8% d	14 7%	7 5%	5 4%	4 4%	4 7%	- -%
Don't have a choice of landline providers in this area	23 4%	10 4%	13 5%	4 8%	5 4%	3 3%	6 5%	4 6%	1 1%	* 2%	8 4%	1 1%	9 5%	9 6%	1 1%	4 4%	3 5%	1 3%
Concerned I could lose my landline number/ email address	23 4%	11 4%	11 5%	2 4%	1 1%	3 3%	9 8% dj	4 5%	4 7% j	* 2%	4 2%	4 5%	12 6%	4 3%	4 4%	3 3%	2 3%	1 3%
Wouldn't know where to look/ what to look for	13 2%	7 2%	6 2%	- -%	1 1%	3 3%	4 4%	1 2%	2 3%	2 9%	4 2%	4 5%	3 2%	5 4%	4 3%	1 1%	- -%	1 2%
Don't spend enough for a change to be worthwhile	7 1%	3 1%	4 2%	- -%	2 2%	- -%	2 2%	3 4% e	- -%	- -%	2 1%	- -%	4 2%	1 1%	2 2%	1 1%	1 2%	- -%
Wouldn't want an engineer visit	7 1%	3 1%	4 2%	1 3%	1 1%	2 1%	2 2%	1 1%	- -%	- -%	3 1%	- -%	1 1%	3 2%	1 1%	3 3%	2 3%	1 2%
Other	11 2%	5 2%	7 3%	- -%	5 4%	3 3%	1 1%	1 1%	2 3%	* 2%	7 3%	2 3%	6 3%	2 2%	1 1%	2 2%	- -%	2 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	
Unweighted total	641	331	310	40	112	126	125	122	88	28	238	116	246	168	99	127	64	63	
Effective Weighted Sample	483	253	230	33	89	99	98	92	70	22	185	90	175	129	83	98	51	48	
Total	530	280	250	44	123	105	101	80	55	23	228	78	191	140	103	96	56	40	
PROVIDER SATISFACTION/ TRUST	244 46%	137 49%	107 43%	28 63% efhk	63 51% e	39 37%	42 42%	39 50%	21 38%	11 49%	102 45%	32 42%	73 38%	74 53% l	47 46%	50 52% l	31 55% l	19 47%	
NO COST BENEFIT	230 43%	123 44%	106 42%	12 27%	60 49% c	47 45%	39 39%	36 45%	24 43%	12 53%	107 47% c	36 46%	87 46%	60 43%	42 40%	40 42%	21 39%	18 46%	
CAN'T CHANGE - CONTRACT OR AVAILABILITY	78 15%	43 16%	35 14%	7 17%	15 12%	18 17%	15 14%	12 15%	11 20%	1 2%	33 14%	11 15%	32 17%	21 15%	14 13%	11 12%	6 10%	6 14%	
TIME CONSUMING/ CAN'T BE BOTHERED	76 14%	34 12%	43 17%	8 18%	14 11%	17 16%	18 17%	8 10%	11 20%	1 5%	31 13%	12 15%	31 16%	20 14%	12 12%	13 14%	9 17%	3 9%	
RISK LOSING LANDLINE NUMBER	23 4%	11 4%	11 5%	2 4%	1 1%	3 3%	9 8% dj	4 5%	4 7% j	* 2%	4 2%	4 5%	12 6%	4 3%	4 4%	3 3%	2 3%	1 3%	
DON'T KNOW WHAT TO LOOK FOR	13 2%	7 2%	6 2%	- -%	1 1%	3 3%	4 4%	1 2%	2 3%	2 9%	4 2%	4 5%	3 2%	5 4%	4 3%	1 1%	- -%	1 2%	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	641	94	419	22	105	101	102	113	93	92	140	555	40	37	9	537	104
Effective Weighted Sample	483	73	316	18	82	78	73	87	66	63	118	425	34	31	8	412	72
Total	530	67	367	11	84	80	80	96	70	68	137	455	18	47	10	456	75
Happy/ content/ not looking to change from current supplier	216 41%	25 37%	150 41%	5 44%	37 44%	29 36%	37 46%	39 40%	26 37%	21 31%	64 47% i	183 40%	8 46%	22 47%	3 26%	195 43% p	21 28%
Current provider is the best deal/ cheapest/ best value	168 32%	24 36%	108 29%	4 36%	31 37%	24 30%	30 38%	26 28%	19 28%	24 35%	44 32%	141 31%	4 24%	19 41%	3 29%	140 31%	28 37%
Can't change - tied into a contract	58 11%	10 15%	40 11%	* 4%	8 9%	10 13%	7 9%	16 17% j	5 7%	11 16% j	8 6%	51 11%	3 18%	4 8%	- -%	45 10%	13 17%
Prefer to stay with trusted/ known provider	52 10%	5 8%	36 10%	- -%	11 13%	7 9%	8 10%	9 9%	6 8%	7 11%	16 11%	46 10%	2 10%	4 9%	- -%	46 10%	6 8%
Savings are not large enough	49 9%	6 9%	39 11%	- -%	4 5%	5 7%	2 3%	8 8%	6 9%	6 9%	21 16% f	38 8%	1 4%	9 18%	1 15%	46 10%	3 4%
Couldn't be bothered	42 8%	5 7%	31 8%	2 14%	5 6%	5 6%	5 6%	6 6%	5 8%	5 7%	16 12%	39 9%	1 3%	1 2%	1 15%	39 9%	3 4%
Not much difference between the providers	40 8%	3 5%	33 9%	1 6%	3 4%	6 7%	3 4%	7 7%	4 6%	9 13% f	11 8%	36 8%	1 7%	2 4%	1 10%	34 7%	6 8%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	641	94	419	22	105	101	102	113	93	92	140	555	40	37	9	537	104
Effective Weighted Sample	483	73	316	18	82	78	73	87	66	63	118	425	34	31	8	412	72
Total	530	67	367	11	84	80	80	96	70	68	137	455	18	47	10	456	75
Too time consuming to look into other options	30 6%	6 9%	20 5%	- -%	4 5%	3 4%	3 4%	5 5%	4 6%	6 9%	8 6%	24 5%	* 1%	5 12%	- -%	23 5%	7 9%
Don't have a choice of landline providers in this area	23 4%	- -%	19 5% a	1 9%	3 3%	7 9% f	1 2%	2 3%	5 7%	1 2%	6 5%	21 5%	* 2%	2 4%	- -%	18 4%	5 7%
Concerned I could lose my landline number/ email address	23 4%	3 5%	17 5%	1 10%	2 2%	2 3%	- -%	1 1%	8 11% fg	3 4%	9 6% f	18 4%	- -%	4 9%	- -%	22 5%	1 1%
Wouldn't know where to look/ what to look for	13 2%	3 4%	9 2%	1 7%	- -%	2 3%	1 1%	2 2%	3 4%	2 2%	3 2%	8 2%	- -%	4 10% k	- -%	12 3%	1 2%
Don't spend enough for a change to be worthwhile	7 1%	- -%	6 2%	- -%	1 1%	- -%	* %g	2 2%	2 3%	1 2%	2 1%	7 2%	- -%	- -%	- -%	6 1%	1 1%
Wouldn't want an engineer visit	7 1%	- -%	5 1%	- -%	3 3%	2 2%	* 1%	1 1%	* 1%	1 2%	2 2%	7 1%	1 3%	- -%	- -%	7 2%	- -%
Other	11 2%	2 3%	8 2%	* 4%	1 2%	2 2%	1 1%	3 3%	* 1%	5 8% fhj	* %g	11 2%	1 3%	- -%	- -%	11 2%	1 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	641	94	419	22	105	101	102	113	93	92	140	555	40	37	9	537	104
Effective Weighted Sample	483	73	316	18	82	78	73	87	66	63	118	425	34	31	8	412	72
Total	530	67	367	11	84	80	80	96	70	68	137	455	18	47	10	456	75
PROVIDER SATISFACTION/ TRUST	244 46%	27 41%	167 45%	5 44%	45 53%	35 44%	40 50%	46 48%	28 40%	24 35%	71 52% i	208 46%	10 55%	23 49%	3 26%	218 48% p	26 35%
NO COST BENEFIT	230 43%	32 48%	157 43%	4 36%	36 43%	32 40%	33 41%	39 41%	30 43%	32 47%	64 47%	195 43%	5 28%	24 52%	5 54%	195 43%	34 46%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	78 15%	10 15%	57 15%	1 13%	10 12%	17 22% j	8 10%	18 19%	9 13%	11 16%	15 11%	70 15%	4 20%	5 10%	- -%	61 13%	17 23% o
TIME CONSUMING/ CAN'T BE BOTHERED	76 14%	11 16%	53 14%	2 14%	11 13%	9 11%	9 11%	12 12%	10 14%	11 16%	27 20%	68 15%	1 6%	6 13%	1 15%	67 15%	10 13%
RISK LOSING LANDLINE NUMBER	23 4%	3 5%	17 5%	1 10%	2 2%	2 3%	- -%	1 1%	8 11% fg	3 4%	9 6% f	18 4%	- -%	4 9%	- -%	22 5%	1 1%
DON'T KNOW WHAT TO LOOK FOR	13 2%	3 4%	9 2%	1 7%	- -%	2 3%	1 1%	2 2%	3 4%	2 2%	3 2%	8 2%	- -%	4 10% k	- -%	12 3%	1 2%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	641	612	641	621	626	59	626	384	312	15	626	20	621	608	13	18	2
Effective Weighted Sample	483	461	483	468	473	47	473	292	237	14	473	15	468	459	12	14	2
Total	530	501	530	516	508	53	508	316	263	23	508	15	516	495	21	13	2
Happy/ content/ not looking to change from current supplier	216 41%	205 41%	216 41%	208 40%	204 40%	22 42%	204 40%	135 43%	103 39%	12 53%	204 40%	8 51%	208 40%	199 40%	10 48%	5 42%	2 100%
Current provider is the best deal/ cheapest/ best value	168 32%	160 32%	168 32%	161 31%	162 32%	14 27%	162 32%	103 33%	96 36%	5 24%	162 32%	7 48%	161 31%	156 32%	4 21%	6 47%	1 52%
Can't change - tied into a contract	58 11%	50 10%	58 11%	57 11%	58 11%	8 15%	58 11%	35 11%	20 8%	- -%	58 11%	1 5%	57 11%	57 12%	- -%	1 6%	- -%
Prefer to stay with trusted/ known provider	52 10%	52 10%	52 10%	51 10%	50 10%	5 10%	50 10%	31 10%	32 12%	3 12%	50 10%	1 9%	51 10%	48 10%	3 14%	1 10%	- -%
Savings are not large enough	49 9%	47 9%	49 9%	48 9%	45 9%	6 12%	45 9%	26 8%	34 13%	4 17%	45 9%	* 3%	48 9%	45 9%	4 19%	* 3%	- -%
Couldn't be bothered	42 8%	40 8%	42 8%	40 8%	39 8%	4 7%	39 8%	28 9%	26 10%	3 15%	39 8%	2 16%	40 8%	36 7%	3 17%	2 19%	- -%
Not much difference between the providers	40 8%	40 8%	40 8%	40 8%	38 8%	1 2%	38 8%	23 7%	20 8%	2 8%	38 8%	- -%	40 8%	38 8%	2 9%	- -%	- -%
Too time consuming to look into other options	30 6%	28 6%	30 6%	29 6%	30 6%	3 5%	30 6%	18 6%	16 6%	- -%	30 6%	1 7%	29 6%	29 6%	- -%	1 8%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	641	612	641	621	626	59	626	384	312	15	626	20	621	608	13	18	2
Effective Weighted Sample	483	461	483	468	473	47	473	292	237	14	473	15	468	459	12	14	2
Total	530	501	530	516	508	53	508	316	263	23	508	15	516	495	21	13	2
Don't have a choice of landline providers in this area	23 4%	18 4%	23 4%	22 4%	23 4%	- -%	23 4%	11 3%	14 5%	- -%	23 4%	1 5%	22 4%	22 4%	- -%	1 6%	- -%
Concerned I could lose my landline number/ email address	23 4%	22 4%	23 4%	23 4%	23 4%	4 7%	23 4%	14 5%	9 3%	- -%	23 4%	- -%	23 4%	23 5%	- -%	- -%	- -%
Wouldn't know where to look/ what to look for	13 2%	12 2%	13 2%	13 2%	11 2%	* *%	11 2%	9 3%	3 1%	2 8%	11 2%	- -%	13 2%	11 2%	2 9%	- -%	- -%
Don't spend enough for a change to be worthwhile	7 1%	7 1%	7 1%	7 1%	7 1%	2 4%	7 1%	5 2%	5 2%	- -%	7 1%	- -%	7 1%	7 1%	- -%	- -%	- -%
Wouldn't want an engineer visit	7 1%	5 1%	7 1%	7 1%	7 1%	2 3%	7 1%	3 1%	4 2%	- -%	7 1%	* 3%	7 1%	7 1%	- -%	* 3%	- -%
Other	11 2%	10 2%	11 2%	11 2%	11 2%	1 3%	11 2%	7 2%	4 1%	- -%	11 2%	- -%	11 2%	11 2%	- -%	- -%	- -%
PROVIDER SATISFACTION/ TRUST	244 46%	232 46%	244 46%	236 46%	231 45%	25 47%	231 45%	151 48%	119 45%	13 57%	231 45%	8 51%	236 46%	225 46%	11 53%	5 42%	2 100%
NO COST BENEFIT	230 43%	220 44%	230 43%	222 43%	220 43%	22 42%	220 43%	134 42%	135 51%	9 41%	220 43%	8 50%	222 43%	214 43%	8 40%	6 50%	1 52%

bcg

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	641	612	641	621	626	59	626	384	312	15	626	20	621	608	13	18	2
Effective Weighted Sample	483	461	483	468	473	47	473	292	237	14	473	15	468	459	12	14	2
Total	530	501	530	516	508	53	508	316	263	23	508	15	516	495	21	13	2
CAN'T CHANGE - CONTRACT OR AVAILABILITY	78 15%	67 13%	78 15%	77 15%	78 15%	8 15%	78 15%	46 14%	33 13%	- -%	78 15%	2 10%	77 15%	77 16%	- -%	2 12%	- -%
TIME CONSUMING/ CAN'T BE BOTHERED	76 14%	73 15%	76 14%	73 14%	73 14%	8 15%	73 14%	48 15%	45 17%	3 15%	73 14%	4 26%	73 14%	69 14%	3 17%	4 30%	- -%
RISK LOSING LANDLINE NUMBER	23 4%	22 4%	23 4%	23 4%	23 4%	4 7%	23 4%	14 5%	9 3%	- -%	23 4%	- -%	23 4%	23 5%	- -%	- -%	- -%
DON'T KNOW WHAT TO LOOK FOR	13 2%	12 2%	13 2%	13 2%	11 2%	* *%	11 2%	9 3%	3 1%	2 8%	11 2%	- -%	13 2%	11 2%	2 9%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	f	g	h	*i	j	k	*l	*m	n	o	p
Unweighted total	641	88	538	224	134	19	100	107	34	5	277	364	18	-	358	358	283
Effective Weighted Sample	483	75	436	146	110	14	80	92	26	4	186	298	13	-	271	271	213
Total	530	23	484	152	127	16	86	99	31	4	199	331	15	-	290	290	241
Happy/ content/ not looking to change from current supplier	216 41%	7 32%	196 41%	69 45%	56 44%	6 36%	31 35%	37 37%	10 32%	2 48%	84 42%	132 40%	6 38%	- -%	109 38%	109 38%	106 44%
Current provider is the best deal/ cheapest/ best value	168 32%	6 24%	157 32%	35 23%	42 34%	4 23%	29 34%	37 38% cj	9 29%	2 48%	48 24%	120 36% cj	9 60%	- -%	107 37% p	107 37% p	61 25%
Can't change - tied into a contract	58 11%	2 9%	56 12%	11 7%	14 11%	2 15%	16 18% cg	4 4%	8 25% cgjk	1 16%	21 11%	37 11% g	2 15%	- -%	39 14% p	39 14% p	19 8%
Prefer to stay with trusted/ known provider	52 10%	1 6%	48 10%	24 15% fhk	11 9%	2 11%	3 4%	11 11%	- -%	1 35%	25 13% f	27 8%	- -%	- -%	29 10%	29 10%	23 10%
Savings are not large enough	49 9%	2 10%	43 9%	19 12% f	13 10%	3 18%	2 3%	9 9%	3 11%	- -%	25 12% f	24 7%	- -%	- -%	28 10%	28 10%	21 9%
Couldn't be bothered	42 8%	2 9%	36 8%	14 9%	9 7%	3 17%	3 3%	11 11% f	1 4%	1 33%	18 9%	24 7%	- -%	- -%	19 6%	19 6%	23 10%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE *e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS *m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	641	88	538	224	134	19	100	107	34	5	277	364	18	-	358	358	283
Effective Weighted Sample	483	75	436	146	110	14	80	92	26	4	186	298	13	-	271	271	213
Total	530	23	484	152	127	16	86	99	31	4	199	331	15	-	290	290	241
Not much difference between the providers	40 8%	1 5%	37 8%	16 11%	11 8%	1 6%	3 4%	8 8%	- -%	* 13%	17 9%	23 7%	- -%	- -%	22 7%	22 7%	18 8%
Too time consuming to look into other options	30 6%	1 3%	29 6%	10 7%	4 3%	- -%	10 11% d	5 6%	1 2%	- -%	11 5%	19 6%	- -%	- -%	12 4%	12 4%	17 7%
Don't have a choice of landline providers in this area	23 4%	1 4%	22 5%	4 3%	7 6%	- -%	5 5%	2 2%	4 14% cgk	- -%	9 4%	14 4%	- -%	- -%	16 5%	16 5%	7 3%
Concerned I could lose my landline number/ email address	23 4%	1 3%	22 5%	5 4%	4 3%	- -%	5 6%	7 7%	1 4%	- -%	6 3%	16 5%	- -%	- -%	11 4%	11 4%	11 5%
Wouldn't know where to look/ what to look for	13 2%	1 5%	10 2%	4 2%	3 3%	1 6%	2 3%	2 2%	- -%	- -%	5 2%	8 2%	- -%	- -%	8 3%	8 3%	5 2%
Don't spend enough for a change to be worthwhile	7 1%	- -%	7 1%	1 *%	* *%	- -%	3 4% cj	3 3% j	- -%	- -%	1 *%	7 2%	- -%	- -%	6 2%	6 2%	1 *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	f	g	h	*i	j	k	*l	*m	n	o	p
Unweighted total	641	88	538	224	134	19	100	107	34	5	277	364	18	-	358	358	283
Effective Weighted Sample	483	75	436	146	110	14	80	92	26	4	186	298	13	-	271	271	213
Total	530	23	484	152	127	16	86	99	31	4	199	331	15	-	290	290	241
Wouldn't want an engineer visit	7 1%	2 7% b	5 1%	4 2%	2 1%	- -%	1 1%	1 1%	- -%	- -%	4 2%	4 1%	- -%	- -%	2 1%	2 1%	5 2%
Other	11 2%	1 5%	10 2%	3 2%	3 2%	* 1%	2 2%	4 4%	- -%	- -%	3 2%	8 3%	- -%	- -%	3 1%	3 1%	8 3%
PROVIDER SATISFACTION/ TRUST	244 46%	9 38%	222 46%	81 53% fh	63 49%	7 47%	31 36%	44 44%	10 32%	2 48%	99 50% f	145 44%	6 38%	- -%	124 43%	124 43%	119 50%
NO COST BENEFIT	230 43%	9 38%	212 44%	59 38%	59 47%	7 48%	36 41%	45 46%	13 40%	2 48%	79 39%	151 46%	9 60%	- -%	145 50% p	145 50% p	84 35%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	78 15%	3 11%	76 16%	15 10%	20 16% g	2 15%	20 24% cg	6 6%	11 36% cdgjk	1 16%	29 14%	50 15% g	2 15%	- -%	53 18% p	53 18% p	25 11%
TIME CONSUMING/ CAN'T BE BOTHERED	76 14%	4 17%	69 14%	27 18%	14 11%	3 17%	13 15%	16 16%	2 7%	1 33%	32 16%	45 13%	- -%	- -%	32 11%	32 11%	44 18% no
RISK LOSING LANDLINE NUMBER	23 4%	1 3%	22 5%	5 4%	4 3%	- -%	5 6%	7 7%	1 4%	- -%	6 3%	16 5%	- -%	- -%	11 4%	11 4%	11 5%
DON'T KNOW WHAT TO LOOK FOR	13 2%	1 5%	10 2%	4 2%	3 3%	1 6%	2 3%	2 2%	- -%	- -%	5 2%	8 2%	- -%	- -%	8 3%	8 3%	5 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	641	182	400	138	103	244	481	87	73	271	495	77	69	284	485	72	64
Effective Weighted Sample	483	137	298	101	86	184	359	65	62	205	369	59	58	232	370	52	49
Total	530	147	312	114	104	192	378	74	78	213	388	69	73	274	419	49	47
Happy/ content/ not looking to change from current supplier	216 41%	62 42%	127 41%	46 40%	43 42%	82 43%	155 41%	30 41%	31 40%	91 43%	156 40%	29 41%	31 42%	130 47% p	174 42%	20 40%	14 30%
Current provider is the best deal/ cheapest/ best value	168 32%	50 34%	105 33%	29 26%	34 32%	62 32%	121 32%	23 31%	24 30%	66 31%	124 32%	21 31%	23 31%	75 28%	131 31%	14 28%	16 34%
Can't change - tied into a contract	58 11%	12 8%	32 10%	13 11%	13 12%	20 11%	42 11%	7 9%	9 12%	20 10%	43 11%	6 9%	9 12%	29 10%	47 11%	4 9%	6 12%
Prefer to stay with trusted/ known provider	52 10%	21 14% d	40 13% d	8 7%	4 4%	23 12%	44 12%	4 5%	4 5%	26 12%	47 12% kl	2 4%	3 3%	28 10%	43 10%	4 8%	4 9%
Savings are not large enough	49 9%	17 12%	23 7%	14 12%	12 12%	13 7%	27 7%	9 13%	12 15% ef	18 8%	27 7%	11 16% j	11 15% j	30 11% o	45 11% o	- -%	3 7%
Couldn't be bothered	42 8%	5 4%	17 5%	16 14% ab	10 9%	13 7%	25 7%	5 6%	12 16% ef	13 6%	26 7%	7 10%	10 13%	20 7%	30 7%	8 16% n	2 5%
Not much difference between the providers	40 8%	9 6%	22 7%	12 10%	6 6%	9 5%	23 6%	10 13% ef	7 9%	11 5%	26 7%	8 12%	6 8%	23 8%	32 8%	1 3%	6 13%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	641	182	400	138	103	244	481	87	73	271	495	77	69	284	485	72	64
Effective Weighted Sample	483	137	298	101	86	184	359	65	62	205	369	59	58	232	370	52	49
Total	530	147	312	114	104	192	378	74	78	213	388	69	73	274	419	49	47
Too time consuming to look into other options	30 6%	14 10% d	23 7% d	6 5%	1 1%	13 7%	24 6%	5 7%	1 1%	18 8%	25 7%	3 5%	1 1%	15 6%	23 6%	2 4%	3 7%
Don't have a choice of landline providers in this area	23 4%	1 1%	9 3%	4 4%	9 9% ab	6 3%	14 4%	1 2%	7 9%	6 3%	14 4%	1 2%	7 10% ijk	14 5%	19 5%	* *%	3 6%
Concerned I could lose my landline number/ email address	23 4%	7 5%	17 6%	5 4%	1 1%	9 4%	17 4%	5 7%	1 1%	10 4%	19 5%	3 5%	1 1%	10 4%	20 5%	1 2%	1 2%
Wouldn't know where to look/ what to look for	13 2%	4 3%	8 3%	3 3%	1 1%	5 3%	10 3%	2 3%	- -%	5 2%	10 3%	2 3%	- -%	4 2%	12 3%	- -%	1 1%
Don't spend enough for a change to be worthwhile	7 1%	1 1%	4 1%	1 1%	2 2%	2 1%	4 1%	1 1%	2 3%	2 1%	4 1%	1 1%	2 3%	3 1%	7 2%	- -%	- -%
Wouldn't want an engineer visit	7 1%	3 2%	5 2%	2 2%	- -%	2 1%	6 2%	1 1%	- -%	3 2%	6 2%	1 1%	- -%	4 1%	6 1%	1 1%	- -%
Other	11 2%	4 3%	9 3%	3 2%	- -%	7 4%	9 2%	3 3%	- -%	7 4%	9 2%	3 4%	- -%	4 1%	9 2%	2 5%	* 1%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	641	182	400	138	103	244	481	87	73	271	495	77	69	284	485	72	64
Effective Weighted Sample	483	137	298	101	86	184	359	65	62	205	369	59	58	232	370	52	49
Total	530	147	312	114	104	192	378	74	78	213	388	69	73	274	419	49	47
PROVIDER SATISFACTION/ TRUST	244	68	147	51	46	92	178	33	33	101	182	30	32	144	198	20	18
	46%	46%	47%	45%	44%	48%	47%	44%	43%	47%	47%	43%	44%	53%	47%	41%	38%
NO COST BENEFIT	230	67	138	44	48	77	155	36	39	86	160	34	35	107	182	15	24
	43%	46%	44%	39%	46%	40%	41%	48%	50%	40%	41%	49%	48%	39%	44%	31%	51% o
CAN'T CHANGE - CONTRACT OR AVAILABILITY	78	13	40	17	21	27	55	8	15	27	56	7	15	43	65	4	7
	15%	9%	13%	15%	20% a	14%	15%	11%	20%	13%	14%	10%	21%	16%	15%	9%	16%
TIME CONSUMING/ CAN'T BE BOTHERED	76	21	43	23	11	26	53	11	13	32	55	11	11	38	57	11	5
	14%	14%	14%	20%	10%	13%	14%	14%	17%	15%	14%	16%	14%	14%	14%	21%	11%
RISK LOSING LANDLINE NUMBER	23	7	17	5	1	9	17	5	1	10	19	3	1	10	20	1	1
	4%	5%	6%	4%	1%	4%	4%	7%	1%	4%	5%	5%	1%	4%	5%	2%	2%
DON'T KNOW WHAT TO LOOK FOR	13	4	8	3	1	5	10	2	-	5	10	2	-	4	12	-	1
	2%	3%	3%	3%	1%	3%	3%	3%	-%	2%	3%	3%	-%	2%	3%	-%	1%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
							TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES			NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE			OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
	STRONGLY	STRONGLY	TOTAL	NEITHER/		TO	TO									
	AGREE	DISAGREE	DISAGREE	DK	MAKE CALLS	RECEIVE CALLS						WORKING	RETIRED			
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	641	201	350	142	209	82	88	49	161	297	33	392	133	115	75	28
Effective Weighted Sample	483	160	261	114	163	60	67	37	122	238	24	301	108	85	56	22
Total	530	187	289	121	177	64	77	38	134	275	24	353	84	93	67	27
Happy/ content/ not looking to change from current supplier	216	64	102	55	86	28	38	20	68	111	5	144	33	39	29	12
	41%	34%	35%	45%	49% ab	43%	50% j	53% j	50% j	40%	22%	41%	39%	42%	44%	45%
Current provider is the best deal/ cheapest/ best value	168	55	80	48	65	23	31	10	49	85	8	107	33	28	20	12
	32%	29%	28%	39% b	37% b	36%	40%	26%	36%	31%	32%	30%	39%	30%	30%	46%
Can't change - tied into a contract	58	25	37	11	14	7	5	2	9	42	3	40	12	6	9	1
	11%	14%	13%	9%	8%	11%	6%	5%	6%	15% h	14%	11%	14%	6%	13%	5%
Prefer to stay with trusted/ known provider	52	12	20	19	27	5	10	3	14	28	1	34	8	11	6	2
	10%	6%	7%	16% ab	15% ab	8%	13%	9%	11%	10%	3%	10%	9%	12%	10%	9%
Savings are not large enough	49	22	29	11	15	5	8	1	11	34	1	30	7	11	8	5
	9%	12%	10%	9%	9%	7%	10%	2%	8%	12%	3%	9%	8%	12%	12%	19%
Couldn't be bothered	42	17	27	6	9	5	6	4	11	19	2	31	5	6	6	3
	8%	9%	9%	5%	5%	8%	8%	10%	8%	7%	9%	9%	6%	6%	8%	10%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o
Unweighted total	641	201	350	142	209	82	88	49	161	297	33	392	133	115	75	28
Effective Weighted Sample	483	160	261	114	163	60	67	37	122	238	24	301	108	85	56	22
Total	530	187	289	121	177	64	77	38	134	275	24	353	84	93	67	27
Not much difference between the providers	40 8%	12 6%	21 7%	8 7%	13 8%	6 10%	3 4%	2 6%	6 5%	24 9%	2 8%	25 7%	7 8%	7 8%	8 12%	5 20%
Too time consuming to look into other options	30 6%	8 4%	17 6%	8 7%	10 6%	3 4%	6 8%	1 3%	9 7%	14 5%	2 10%	19 5%	5 5%	7 7%	4 6%	1 2%
Don't have a choice of landline providers in this area	23 4%	13 7% c	17 6% c	1 1%	5 3%	1 1%	1 2%	2 6%	5 4%	15 5%	- -%	17 5%	3 3%	4 4%	2 3%	1 4%
Concerned I could lose my landline number/ email address	23 4%	5 3%	13 4%	7 6%	9 5%	1 2%	5 6%	2 6%	7 5%	8 3%	1 3%	16 4%	3 3%	5 5%	6 9%	4 16%
Wouldn't know where to look/ what to look for	13 2%	3 2%	7 2%	5 4%	5 3%	1 2%	2 3%	1 3%	4 3%	6 2%	- -%	9 3%	2 2%	2 2%	3 5%	1 5%
Don't spend enough for a change to be worthwhile	7 1%	4 2%	5 2%	2 1%	2 1%	- -%	* *%	1 2%	1 1%	4 2%	- -%	7 2%	1 1%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE		STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'D	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	641	201	350	142	209	82	88	49	161	297	33	392	133	115	75	28
Effective Weighted Sample	483	160	261	114	163	60	67	37	122	238	24	301	108	85	56	22
Total	530	187	289	121	177	64	77	38	134	275	24	353	84	93	67	27
Wouldn't want an engineer visit	7	-	3	-	3	2	3	-	3	2	-	4	1	2	1	1
	1%	-%	1%	-%	1%	3% a	3%	-%	2%	1%	-%	1%	1%	2%	1%	4%
Other	11	1	6	*	1	4	2	*	2	4	1	8	2	2	4	-
	2%	1%	2%	*%	1%	6% acd	2%	1%	2%	1%	2%	2%	2%	2%	6%	-%
PROVIDER SATISFACTION/ TRUST	244 46%	74 39%	119 41%	60 49%	95 54% ab	29 46%	40 52% j	23 60% j	73 55% j	127 46%	6 26%	159 45%	39 46%	46 49%	31 47%	12 45%
NO COST BENEFIT	230 43%	83 44%	121 42%	60 50%	83 47%	26 41%	38 49% g	11 28%	58 44%	123 45%	10 43%	144 41%	43 51%	42 45%	27 41%	16 61%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	78 15%	38 20% cd	51 18% c	12 10%	19 11%	8 12%	6 8%	4 11%	14 10%	54 20% fh	3 14%	55 15%	14 17%	9 10%	10 16%	2 8%
TIME CONSUMING/ CAN'T BE BOTHERED	76 14%	25 13%	47 16%	14 12%	21 12%	9 14%	14 19%	5 12%	21 16%	35 13%	5 19%	51 15%	10 12%	15 16%	9 14%	3 12%
RISK LOSING LANDLINE NUMBER	23 4%	5 3%	13 4%	7 6%	9 5%	1 2%	5 6%	2 6%	7 5%	8 3%	1 3%	16 4%	3 3%	5 5%	6 9%	4 16%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 40**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider but have tried to get information about alternative landline providers or tariffs in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS												
	Total	STRONGLY AGREE	STRONGLY TOTAL DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME											
			AGREE	DISAGREE																						
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o										
Unweighted total	641	201	350	142	209	82	88	49	161	297	33	392	133	115	75	28										
Effective Weighted Sample	483	160	261	114	163	60	67	37	122	238	24	301	108	85	56	22										
Total	530	187	289	121	177	64	77	38	134	275	24	353	84	93	67	27										
DON'T KNOW WHAT TO LOOK FOR	13	3	7	5	5	1	2	1	4	6	-	9	2	2	3	1										
	2%	2%	2%	4%	3%	2%	3%	3%	3%	2%	-%	3%	2%	2%	5%	5%										
Columns Tested: a, b, c, d, e - f, g, h, i, j - k, l, m - n, o																										

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1847	874	973	125	249	271	332	291	313	266	520	579	476	524	386	459	227	232
Effective Weighted Sample	1564	746	818	115	224	236	281	245	270	232	454	501	388	445	340	396	200	196
Total	1908	923	985	166	341	286	354	251	259	251	626	510	516	529	421	439	225	214
Happy/ content/ not looking to change from current supplier	1268 66%	635 69%	633 64%	121 73% ej	223 65%	172 60%	223 63%	158 63%	182 70% e	189 75% defgj	395 63%	370 73% efgj	327 63%	343 65%	303 72% lm	295 67%	144 64%	151 70%
Couldn't be bothered	296 16%	138 15%	158 16%	31 19% d	35 10%	64 22% dghijk	60 17% d	37 15%	34 13%	34 14%	99 16%	68 13%	82 16%	91 17%	52 12%	71 16%	41 18%	30 14%
Current provider is the best deal/ cheapest/ best value	204 11%	99 11%	104 11%	25 15% f	38 11%	36 13%	29 8%	28 11%	24 9%	23 9%	74 12%	47 9%	42 8%	53 10%	49 12%	59 13% l	32 14% l	27 13%
Prefer to stay with trusted/ known provider	166 9%	80 9%	86 9%	7 4%	36 11%	20 7%	29 8%	14 6%	25 10%	34 13% ceg	56 9%	59 12% cg	50 10%	44 8%	36 9%	35 8%	20 9%	16 7%
Too time consuming to look into other options	128 7%	56 6%	72 7%	7 4%	31 9% ik	16 6%	29 8% ik	22 9% ik	16 6%	6 2%	47 7% ik	22 4%	47 9% oq	38 7% q	24 6%	20 4%	13 6%	6 3%
Can't change - tied into a contract	105 6%	49 5%	56 6%	10 6% hik	31 9% hik	19 7% hik	24 7% hik	14 5% hik	5 2%	2 1%	50 8% hik	7 1%	36 7% oq	32 6% q	23 5% q	14 3%	11 5% q	3 1%
Not much difference between the providers	78 4%	48 5% b	29 3%	7 4%	11 3%	10 4%	22 6% hk	13 5%	7 3%	8 3%	21 3%	15 3%	22 4%	24 5%	14 3%	17 4%	8 4%	9 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	1847	874	973	125	249	271	332	291	313	266	520	579	476	524	386	459	227	232
Effective Weighted Sample	1564	746	818	115	224	236	281	245	270	232	454	501	388	445	340	396	200	196
Total	1908	923	985	166	341	286	354	251	259	251	626	510	516	529	421	439	225	214
Savings are not large enough	72 4%	36 4%	36 4%	10 6% ek	10 3%	6 2%	18 5%	16 6% ehijk	7 3%	5 2%	16 3%	12 2%	29 6% o	16 3%	16 4%	12 3%	5 2%	7 3%
Don't spend enough for a change to be worthwhile	41 2%	18 2%	23 2%	5 3%	5 2%	5 2%	8 2%	3 1%	6 2%	9 4%	11 2%	15 3%	12 2%	15 3%	6 1%	9 2%	2 1%	6 3%
Wouldn't know where to look/ what to look for	38 2%	14 2%	23 2%	1 1%	7 2%	6 2%	4 1%	1 *% fg	11 4% fg	7 3% g	13 2%	19 4% fg	10 2%	10 2%	6 2%	11 3%	5 2%	6 3%
Concerned I could lose my landline number/ email address	36 2%	18 2%	17 2%	5 3%	5 1%	4 1%	6 2%	4 2%	4 2%	9 3%	8 1%	13 3%	13 3%	10 2%	9 2%	4 1%	2 1%	3 1%
Don't have a choice of landline providers in this area	11 1%	6 1%	5 1%	- -%	3 1%	4 1% f	- -%	1 *% m	3 1%	1 *%	7 1%	3 1%	7 1% m	1 *%	2 1%	1 *%	- -%	1 *%
Wouldn't want an engineer visit	10 1%	4 *%	7 1%	2 1%	1 *%	1 *%	1 *%	1 *%	* *%	4 1%	2 *%	4 1%	3 1%	4 1%	- -%	3 1%	- -%	3 2% n
Other	24 1%	14 2%	10 1%	- -%	5 2%	3 1%	3 1%	9 3% cfik	3 1%	1 1%	8 1%	4 1%	10 2%	4 1%	4 1%	7 2%	2 1%	5 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1847	874	973	125	249	271	332	291	313	266	520	579	476	524	386	459	227	232
Effective Weighted Sample	1564	746	818	115	224	236	281	245	270	232	454	501	388	445	340	396	200	196
Total	1908	923	985	166	341	286	354	251	259	251	626	510	516	529	421	439	225	214
PROVIDER SATISFACTION/ TRUST	1347 71%	670 73%	676 69%	123 74%	239 70%	183 64%	239 67%	165 66%	196 76% efgj	202 81% defgj	422 67%	398 78% defgj	349 68%	367 69%	316 75% l	314 71%	153 68%	161 75%
TIME CONSUMING/ CAN'T BE BOTHERED	405 21%	183 20%	222 23%	35 21%	66 19%	77 27% dhik	87 25% ik	54 22%	47 18%	40 16%	143 23% ik	87 17%	124 24% n	123 23% n	72 17%	87 20%	49 22%	38 18%
NO COST BENEFIT	334 18%	169 18%	164 17%	35 21%	57 17%	53 18%	61 17%	49 20%	40 15%	39 16%	110 18%	79 15%	83 16%	93 18%	71 17%	85 19%	44 20%	41 19%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	115 6%	55 6%	60 6%	10 6% ik	34 10% hik	22 8% hik	24 7% hik	15 6% ik	7 3%	3 1%	56 9% hik	10 2% fg	42 8% oq	33 6% q	25 6% q	15 3%	11 5%	3 2%
DON'T KNOW WHAT TO LOOK FOR	38 2%	14 2%	23 2%	1 1%	7 2%	6 2%	4 1%	1 *% fg	11 4% fg	7 3% g	13 2%	19 4% fg	10 2%	10 2%	6 2%	11 3%	5 2%	6 3%
RISK LOSING LANDLINE NUMBER	36 2%	18 2%	17 2%	5 3%	5 1%	4 1%	6 2%	4 2%	4 2%	9 3%	8 1%	13 3%	13 3%	10 2%	9 2%	4 1%	2 1%	3 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	1847	425	961	154	305	329	273	232	188	119	706	1508	187	96	56	1576	271	
Effective Weighted Sample	1564	366	819	135	263	281	230	189	152	93	625	1309	176	86	51	1344	219	
Total	1908	376	1091	134	305	323	276	255	195	132	727	1580	109	150	69	1649	259	
Happy/ content/ not looking to change from current supplier	1268 66%	275 73% bd	697 64%	95 71%	200 65%	228 71% gh	198 72% gh	152 60%	112 58%	82 62%	495 68% gh	1043 66%	82 75% kn	103 69%	39 57%	1110 67%	158 61%	
Couldn't be bothered	296 16%	49 13%	176 16%	19 14%	53 17%	38 12%	32 12%	52 20% ef	36 18%	17 13%	121 17%	249 16% l	9 8%	16 11%	22 33% klm	248 15%	48 19%	
Current provider is the best deal/ cheapest/ best value	204 11%	36 9%	108 10%	12 9%	47 16% ab	38 12%	20 7%	33 13% f	14 7%	15 12%	84 11%	168 11%	8 7%	22 15%	6 9%	192 12% p	12 4%	
Prefer to stay with trusted/ known provider	166 9%	45 12% bd	86 8%	15 11%	21 7%	21 6%	33 12% e	24 10%	18 9%	9 7%	59 8%	143 9%	6 5%	11 7%	5 8%	136 8%	29 11%	
Too time consuming to look into other options	128 7%	16 4%	92 8% ad	6 4%	14 5%	16 5%	16 6%	15 6%	14 7%	24 18% efghj	43 6%	107 7%	4 4%	8 6%	8 12% l	107 6%	21 8%	
Can't change - tied into a contract	105 6%	6 2%	85 8% ac	1 1%	13 4% a	12 4%	14 5%	14 5%	19 10% e	6 5%	40 6%	98 6% m	4 4%	1 1%	1 2%	87 5%	18 7%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	425	961	154	305	329	273	232	188	119	706	1508	187	96	56	1576	271
Effective Weighted Sample	1564	366	819	135	263	281	230	189	152	93	625	1309	176	86	51	1344	219
Total	1908	376	1091	134	305	323	276	255	195	132	727	1580	109	150	69	1649	259
Not much difference between the providers	78 4%	8 2%	53 5% a	7 5%	10 3%	5 2%	10 4%	15 6% e	6 3%	10 8% e	31 4% e	65 4%	4 4%	4 3%	4 6%	71 4%	7 3%
Savings are not large enough	72 4%	9 2%	51 5%	3 2%	9 3%	2 1%	10 4% e	11 4% e	11 6% e	5 4% e	33 5% e	57 4%	8 7% km	- -%	7 10% km	65 4%	7 3%
Don't spend enough for a change to be worthwhile	41 2%	11 3%	21 2%	4 3%	5 2%	5 2%	1 *%	8 3% f	5 3% f	1 1%	21 3% f	37 2%	1 *%	3 2%	1 1%	37 2%	4 2%
Wouldn't know where to look/ what to look for	38 2%	12 3% b	14 1%	6 5% b	5 2%	9 3%	6 2%	6 2%	3 2%	1 1%	12 2%	28 2%	- -%	7 4% l	3 4% l	32 2%	5 2%
Concerned I could lose my landline number/ email address	36 2%	10 3% d	21 2%	3 2%	2 1%	4 1%	3 1%	8 3%	7 4%	- -%	13 2%	35 2% l	- -%	1 1%	- -%	29 2%	7 3%
Don't have a choice of landline providers in this area	11 1%	3 1%	8 1%	1 1%	- -%	2 *%	- -%	- -%	4 2% f	2 1%	4 1%	10 1%	1 1%	- -%	- -%	7 *%	4 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	425	961	154	305	329	273	232	188	119	706	1508	187	96	56	1576	271
Effective Weighted Sample	1564	366	819	135	263	281	230	189	152	93	625	1309	176	86	51	1344	219
Total	1908	376	1091	134	305	323	276	255	195	132	727	1580	109	150	69	1649	259
Wouldn't want an engineer visit	10 1%	1 *%	5 1%	3 2%	1 *%	2 1%	1 *%	1 1%	1 1%	- -%	4 1%	10 1%	- -%	- -%	- -%	8 *%	2 1%
Other	24 1%	1 *%	16 1%	3 2% a	4 1%	7 2%	3 1%	5 2%	2 1%	3 2%	5 1%	19 1%	- -%	3 2%	3 4% l	20 1%	4 2%
PROVIDER SATISFACTION/ TRUST	1347 71%	293 78% bd	738 68%	105 78% b	209 69%	238 74% gh	208 75% gh	160 63%	125 64%	88 67%	527 72% gh	1109 70%	86 78% kn	110 74%	41 60%	1175 71%	172 66%
TIME CONSUMING/ CAN'T BE BOTHERED	405 21%	62 16%	257 24% a	25 19%	62 20%	52 16%	48 17%	64 25% e	48 24% e	38 29% ef	156 21%	342 22% l	12 11%	23 15%	28 41% klm	340 21%	65 25%
NO COST BENEFIT	334 18%	57 15%	190 17%	21 16%	64 21%	49 15%	36 13%	57 22% ef	28 14%	26 20%	137 19%	274 17%	18 16%	27 18%	15 22%	309 19% p	25 10%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	115 6%	8 2%	92 8% acd	2 1%	13 4%	13 4%	14 5%	14 5%	22 11% efj	8 6%	44 6%	107 7% m	6 5%	1 1%	1 2%	95 6%	20 8%
DON'T KNOW WHAT TO LOOK FOR	38 2%	12 3% b	14 1%	6 5% b	5 2%	9 3%	6 2%	6 2%	3 2%	1 1%	12 2%	28 2%	- -%	7 4% l	3 4% l	32 2%	5 2%
RISK LOSING LANDLINE NUMBER	36 2%	10 3% d	21 2%	3 2%	2 1%	4 1%	3 1%	8 3%	7 4%	- -%	13 2%	35 2% l	- -%	1 1%	- -%	29 2%	7 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	1796	1847	1709	1605	122	1624	998	613	242	1605	138	1709	1545	164	60	78
Effective Weighted Sample	1564	1521	1564	1442	1341	101	1359	851	521	223	1341	123	1442	1291	151	52	72
Total	1908	1844	1908	1771	1626	137	1650	1046	659	282	1626	137	1771	1575	196	51	85
Happy/ content/ not looking to change from current supplier	1268 66%	1222 66%	1268 66%	1168 66%	1069 66%	79 58%	1079 65%	707 68%	426 65%	199 71%	1069 66%	99 73%	1168 66%	1036 66%	132 67%	32 63%	67 78% jlm
Couldn't be bothered	296 16%	287 16%	296 16%	274 15%	255 16%	33 24% abcdf	263 16%	171 16%	110 17%	41 15%	255 16%	22 16%	274 15%	245 16%	29 15%	10 19%	12 14%
Current provider is the best deal/ cheapest/ best value	204 11%	201 11%	204 11%	194 11%	179 11%	21 15%	183 11%	116 11%	84 13%	24 9%	179 11%	9 7%	194 11%	175 11%	19 10%	4 7%	6 7%
Prefer to stay with trusted/ known provider	166 9%	163 9%	166 9%	150 8%	124 8%	11 8%	127 8%	75 7%	52 8%	41 15% jlm	124 8%	16 12%	150 8%	121 8%	29 15% jlm	4 7%	12 14% jm
Too time consuming to look into other options	128 7%	121 7%	128 7%	123 7%	121 7%	8 6%	121 7%	63 6%	61 9% ag	7 2%	121 7% ip	6 4%	123 7% ip	116 7% ip	7 3%	6 11% inp	- -%
Can't change - tied into a contract	105 6%	101 5%	105 6%	103 6%	101 6%	13 10%	102 6%	67 6%	53 8% ab	5 2%	101 6% ikn	2 1%	103 6% ikn	100 6% ikn	4 2%	1 2%	1 1%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	1796	1847	1709	1605	122	1624	998	613	242	1605	138	1709	1545	164	60	78
Effective Weighted Sample	1564	1521	1564	1442	1341	101	1359	851	521	223	1341	123	1442	1291	151	52	72
Total	1908	1844	1908	1771	1626	137	1650	1046	659	282	1626	137	1771	1575	196	51	85
Not much difference between the providers	78 4%	75 4%	78 4%	74 4%	70 4%	7 5%	72 4%	43 4%	35 5%	7 3%	70 4%	4 3%	74 4%	67 4%	6 3%	3 6%	1 1%
Savings are not large enough	72 4%	70 4%	72 4%	70 4%	64 4%	7 5%	64 4%	41 4%	41 6% abcdf	8 3%	64 4%	2 1%	70 4%	63 4%	7 4%	1 2%	1 1%
Don't spend enough for a change to be worthwhile	41 2%	37 2%	41 2%	36 2%	32 2%	2 2%	32 2%	26 2%	15 2%	10 4%	32 2%	5 4%	36 2%	32 2%	5 2%	- -%	5 6% jlm
Wouldn't know where to look/ what to look for	38 2%	38 2%	38 2%	32 2%	26 2%	1 1%	26 2%	23 2%	10 2%	12 4% jlm	26 2%	5 4% m	32 2%	23 1%	10 5% jlm	3 6% jlm	2 2%
Concerned I could lose my landline number/ email address	36 2%	34 2%	36 2%	32 2%	29 2%	5 4%	29 2%	18 2%	13 2%	7 2%	29 2%	3 2%	32 2%	28 2%	4 2%	1 2%	2 3%
Don't have a choice of landline providers in this area	11 1%	11 1%	11 1%	10 1%	11 1%	2 2%	11 1%	5 *%	6 1%	- -%	11 1%	1 1%	10 1%	10 1%	- -%	1 2%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	1796	1847	1709	1605	122	1624	998	613	242	1605	138	1709	1545	164	60	78
Effective Weighted Sample	1564	1521	1564	1442	1341	101	1359	851	521	223	1341	123	1442	1291	151	52	72
Total	1908	1844	1908	1771	1626	137	1650	1046	659	282	1626	137	1771	1575	196	51	85
Wouldn't want an engineer visit	10 1%	9 *%	10 1%	8 *%	8 1%	- -%	8 1%	5 *%	3 *%	2 1%	8 1%	2 2%	8 *%	7 *%	1 *%	1 2%	1 1%
Other	24 1%	23 1%	24 1%	21 1%	24 2%	3 3%	24 1%	11 1%	12 2%	- -%	24 2%	3 2%	21 1%	21 1%	- -%	3 6%	- -%
												i				ijlmnp	
PROVIDER SATISFACTION/ TRUST	1347 71%	1299 70%	1347 71%	1241 70%	1130 69%	86 63%	1141 69%	743 71%	448 68%	217 77%	1130 69%	106 78%	1241 70%	1096 70%	144 74%	33 65%	73 85%
										jlm							ijlmno
TIME CONSUMING/ CAN'T BE BOTHERED	405 21%	391 21%	405 21%	379 21%	358 22%	41 30%	366 22%	221 21%	159 24%	48 17%	358 22%	26 19%	379 21%	345 22%	34 18%	13 25%	13 16%
						ab											
NO COST BENEFIT	334 18%	327 18%	334 18%	315 18%	289 18%	33 24%	294 18%	190 18%	141 21%	45 16%	289 18%	19 14%	315 18%	282 18%	33 17%	7 13%	12 14%
									b								
CAN'T CHANGE - CONTRACT OR AVAILABILITY	115 6%	110 6%	115 6%	112 6%	110 7%	16 11%	112 7%	72 7%	58 9%	5 2%	110 7%	3 2%	112 6%	108 7%	4 2%	2 4%	1 1%
						abc			ab		ikn		in	ikn			
DON'T KNOW WHAT TO LOOK FOR	38 2%	38 2%	38 2%	32 2%	26 2%	1 1%	26 2%	23 2%	10 2%	12 4%	26 2%	5 4%	32 2%	23 1%	10 5%	3 6%	2 2%
										jlm		m			jlm	jlm	
RISK LOSING LANDLINE NUMBER	36 2%	34 2%	36 2%	32 2%	29 2%	5 4%	29 2%	18 2%	13 2%	7 2%	29 2%	3 2%	32 2%	28 2%	4 2%	1 2%	2 3%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS *m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	1847	178	1417	726	378	58	189	352	50	31	834	1005	54	-	833	833	1014
Effective Weighted Sample	1564	148	1232	588	335	52	164	307	44	25	683	876	44	-	716	716	850
Total	1908	78	1537	690	423	62	203	390	45	29	796	1102	56	-	834	834	1074
Happy/ content/ not looking to change from current supplier	1268 66%	38 49%	1023 67% a	472 68%	276 65%	43 70%	129 64%	254 65%	33 74%	22 77%	548 69%	715 65%	34 61%	- -%	545 65%	545 65%	723 67%
Couldn't be bothered	296 16%	13 17%	241 16%	101 15%	75 18% i	10 17%	33 16%	59 15%	6 13%	1 3%	118 15%	177 16%	10 18%	- -%	123 15%	123 15%	173 16%
Current provider is the best deal/ cheapest/ best value	204 11%	7 9%	171 11%	44 6%	62 15% cgj	9 14% c	40 20% cgjk	28 7%	9 20% cgj	6 22% cgj	62 8%	141 13% cgj	6 10%	- -%	114 14% p	114 14% p	90 8%
Prefer to stay with trusted/ known provider	166 9%	4 5%	120 8%	97 14% dfghik	24 6% f	8 13% fhk	2 1%	30 8% f	1 1%	- -%	105 13% dfghk	60 5% f	4 7% f	- -%	55 7%	55 7%	111 10% no
Too time consuming to look into other options	128 7%	9 12% b	111 7%	52 8%	25 6%	4 6%	10 5%	31 8%	3 6%	* 1%	58 7%	69 6%	1 3%	- -%	47 6%	47 6%	81 8%
Can't change - tied into a contract	105 6%	1 1%	98 6% a	17 2%	31 7% cj	4 7%	17 8% cj	26 7% cj	4 9% c	- -%	25 3%	78 7% cj	4 7%	- -%	65 8% p	65 8% p	40 4%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	*m	n	o	p
Unweighted total	1847	178	1417	726	378	58	189	352	50	31	834	1005	54	-	833	833	1014
Effective Weighted Sample	1564	148	1232	588	335	52	164	307	44	25	683	876	44	-	716	716	850
Total	1908	78	1537	690	423	62	203	390	45	29	796	1102	56	-	834	834	1074
Not much difference between the providers	78 4%	1 1%	69 5%	27 4%	17 4%	3 6%	7 3%	16 4%	2 5%	- -%	33 4%	45 4%	5 8%	- -%	42 5%	42 5%	36 3%
Savings are not large enough	72 4%	1 1%	63 4%	32 5%	18 4%	1 2%	11 5%	7 2%	2 3%	* 1%	35 4%	37 3%	1 3%	- -%	39 5%	39 5%	33 3%
Don't spend enough for a change to be worthwhile	41 2%	1 2%	30 2%	16 2%	15 3%	1 1%	1 1%	8 2%	1 2%	* 1%	17 2%	24 2%	- -%	- -%	16 2%	16 2%	25 2%
Wouldn't know where to look/ what to look for	38 2%	2 2%	24 2%	20 3%	6 2%	2 4%	2 1%	6 2%	- -%	1 3%	22 3%	16 1%	- -%	- -%	10 1%	10 1%	27 3%
Concerned I could lose my landline number/ email address	36 2%	- -%	29 2%	23 3%	7 2%	- -%	2 1%	5 1%	- -%	- -%	23 3%	13 1%	- -%	- -%	14 2%	14 2%	21 2%
Don't have a choice of landline providers in this area	11 1%	* *%	11 1%	9 1%	- -%	- -%	- -%	2 *%	- -%	- -%	9 1%	2 *%	- -%	- -%	4 1%	4 1%	6 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS *m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	1847	178	1417	726	378	58	189	352	50	31	834	1005	54	-	833	833	1014
Effective Weighted Sample	1564	148	1232	588	335	52	164	307	44	25	683	876	44	-	716	716	850
Total	1908	78	1537	690	423	62	203	390	45	29	796	1102	56	-	834	834	1074
Wouldn't want an engineer visit	10 1%	1 1%	8 *%	5 1%	3 1%	- -%	1 1%	1 *%	- -%	- -%	5 1%	5 *%	- -%	- -%	5 1%	5 1%	5 1%
Other	24 1%	4 5% b	19 1%	12 2%	4 1%	- -%	2 1%	5 1%	- -%	- -%	12 1%	11 1%	1 1%	- -%	9 1%	9 1%	16 1%
PROVIDER SATISFACTION/ TRUST	1347 71%	42 53%	1081 70% a	518 75% dfgk	288 68%	46 74%	130 64%	267 68%	34 75%	22 77%	597 75% dfgk	745 68%	38 68%	- -%	571 68%	571 68%	776 72%
TIME CONSUMING/ CAN'T BE BOTHERED	405 21%	22 28%	335 22%	147 21% i	95 22% i	11 18%	43 21% i	88 22% i	7 16%	1 4%	166 21% i	237 22% i	10 18%	- -%	166 20%	166 20%	240 22%
NO COST BENEFIT	334 18%	10 13%	278 18%	94 14%	93 22% cgj	12 19%	56 28% cgjk	52 13%	11 25% cg	7 24%	117 15%	217 20% cgj	8 15%	- -%	181 22% p	181 22% p	153 14%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	115 6%	1 2%	107 7% a	25 4%	31 7% cj	4 7%	17 8% cj	28 7% cj	4 9%	- -%	33 4%	80 7% cj	4 7%	- -%	70 8% p	70 8% p	45 4%
DON'T KNOW WHAT TO LOOK FOR	38 2%	2 2%	24 2%	20 3%	6 2%	2 4%	2 1%	6 2%	- -%	1 3%	22 3%	16 1%	- -%	- -%	10 1%	10 1%	27 3%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

		PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER							SWITCHING LANDLINE						
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
		a	b	c	d	e	f	g	h	i	j	k	l	*m	n	o	p
Significance Level: 95%	Total																
Unweighted total	1847	178	1417	726	378	58	189	352	50	31	834	1005	54	-	833	833	1014
Effective Weighted Sample	1564	148	1232	588	335	52	164	307	44	25	683	876	44	-	716	716	850
Total	1908	78	1537	690	423	62	203	390	45	29	796	1102	56	-	834	834	1074
RISK LOSING LANDLINE NUMBER	36	-	29	23	7	-	2	5	-	-	23	13	-	-	14	14	21
	2%	-%	2%	3% k	2%	-%	1%	1%	-%	-%	3% k	1%	-%	-%	2%	2%	2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	494	1197	309	341	722	1382	217	248	772	1410	207	230	787	1220	256	233
Effective Weighted Sample	1564	414	1010	262	299	616	1162	187	222	652	1187	176	207	694	1047	205	191
Total	1908	480	1177	316	415	695	1359	240	310	747	1388	231	289	880	1307	233	231
Happy/ content/ not looking to change from current supplier	1268	348	790	212	266	515	910	141	217	536	930	139	200	571	841	162	165
	66%	72% bd	67%	67%	64%	74% fg	67% g	59%	70% g	72% jk	67%	60%	69%	65%	64%	69%	72% n
Couldn't be bothered	296	53	162	57	77	72	197	53	46	84	201	49	46	155	227	19	28
	16%	11%	14%	18% a	19% ab	10%	14% e	22% ef	15%	11%	14%	21% ij	16%	18% o	17% o	8%	12%
Current provider is the best deal/ cheapest/ best value	204	58	126	44	34	78	145	32	26	85	148	31	24	113	152	24	18
	11%	12%	11%	14% d	8%	11%	11%	13%	9%	11%	11%	14%	8%	13%	12%	10%	8%
Prefer to stay with trusted/ known provider	166	55	121	20	24	78	137	11	18	84	137	12	16	74	101	28	21
	9%	12% cd	10% cd	6%	6%	11% gh	10% gh	5%	6%	11% kl	10%	5%	6%	8%	8%	12% n	9%
Too time consuming to look into other options	128	28	71	18	39	34	81	14	33	41	82	15	30	54	86	16	20
	7%	6%	6%	6%	9% b	5%	6%	6%	11% ef	5%	6%	7%	10% ij	6%	7%	7%	9%
Can't change - tied into a contract	105	20	59	19	27	30	64	26	15	32	69	21	15	68	87	7	9
	6%	4%	5%	6%	7%	4%	5%	11% efh	5%	4%	5%	9% ij	5%	8% o	7% o	3%	4%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	494	1197	309	341	722	1382	217	248	772	1410	207	230	787	1220	256	233
Effective Weighted Sample	1564	414	1010	262	299	616	1162	187	222	652	1187	176	207	694	1047	205	191
Total	1908	480	1177	316	415	695	1359	240	310	747	1388	231	289	880	1307	233	231
Not much difference between the providers	78 4%	20 4%	43 4%	15 5%	19 5%	29 4%	51 4%	10 4%	17 5%	29 4%	51 4%	10 4%	17 6%	45 5%	57 4%	6 2%	10 4%
Savings are not large enough	72 4%	26 5%	49 4%	10 3%	14 3%	34 5%	53 4%	8 3%	11 4%	35 5%	53 4%	8 3%	11 4%	43 5%	55 4%	10 4%	5 2%
Don't spend enough for a change to be worthwhile	41 2%	8 2%	26 2%	5 2%	10 2%	12 2%	29 2%	3 1%	8 3%	12 2%	29 2%	5 2%	7 2%	21 2%	29 2%	4 2%	3 1%
Wouldn't know where to look/ what to look for	38 2%	10 2%	27 2%	3 1%	9 2%	16 2%	29 2%	6 3%	3 1%	17 2%	29 2%	6 3%	3 1%	16 2%	21 2%	6 3%	5 2%
Concerned I could lose my landline number/ email address	36 2%	17 4%	30 3%	3 1%	3 1%	21 3%	31 2%	1 *%	3 1%	23 3%	31 2%	1 *%	3 1%	18 2%	27 2%	5 2%	- -%
		cd				g								p	p	p	
Don't have a choice of landline providers in this area	11 1%	3 1%	6 1%	1 *%	4 1%	3 *%	6 *%	2 1%	3 1%	3 *%	6 *%	2 1%	3 1%	3 *%	6 *%	1 *%	3 1%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	494	1197	309	341	722	1382	217	248	772	1410	207	230	787	1220	256	233
Effective Weighted Sample	1564	414	1010	262	299	616	1162	187	222	652	1187	176	207	694	1047	205	191
Total	1908	480	1177	316	415	695	1359	240	310	747	1388	231	289	880	1307	233	231
Wouldn't want an engineer visit	10	3	8	1	2	4	8	1	2	4	8	1	2	2	4	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other	24	6	14	6	5	9	19	3	2	9	19	4	2	5	12	7	2
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%
																mn	
PROVIDER SATISFACTION/ TRUST	1347	369	846	220	281	543	975	146	226	567	994	144	208	605	894	172	175
	71%	77%	72%	69%	68%	78%	72%	61%	73%	76%	72%	62%	72%	69%	68%	74%	76%
		cd				fg	g		g	jk	k		k				n
TIME CONSUMING/ CAN'T BE BOTHERED	405	79	231	71	104	104	269	65	72	123	275	62	69	198	296	35	48
	21%	16%	20%	22%	25%	15%	20%	27%	23%	16%	20%	27%	24%	23%	23%	15%	21%
				a	ab		e	ef	e			ij	i	o	o		
NO COST BENEFIT	334	95	210	65	60	131	244	44	47	139	246	45	43	181	242	40	33
	18%	20%	18%	20%	14%	19%	18%	18%	15%	19%	18%	19%	15%	21%	19%	17%	14%
														p			
CAN'T CHANGE - CONTRACT OR AVAILABILITY	115	22	64	20	31	33	69	28	18	34	74	23	18	71	93	8	11
	6%	5%	5%	6%	8%	5%	5%	12%	6%	5%	5%	10%	6%	8%	7%	3%	5%
								efh				ij		o	o		
DON'T KNOW WHAT TO LOOK FOR	38	10	27	3	9	16	29	6	3	17	29	6	3	16	21	6	5
	2%	2%	2%	1%	2%	2%	2%	3%	1%	2%	2%	3%	1%	2%	2%	3%	2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1847	494	1197	309	341	722	1382	217	248	772	1410	207	230	787	1220	256	233
Effective Weighted Sample	1564	414	1010	262	299	616	1162	187	222	652	1187	176	207	694	1047	205	191
Total	1908	480	1177	316	415	695	1359	240	310	747	1388	231	289	880	1307	233	231
RISK LOSING LANDLINE NUMBER	36	17	30	3	3	21	31	1	3	23	31	1	3	18	27	5	-
	2%	4%	3%	1%	1%	3%	2%	*%	1%	3%	2%	*%	1%	2%	2%	2%	-%
		cd				g								p	p	p	

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1847	489	752	658	835	260	381	191	625	841	74	904	597	346	146	53
Effective Weighted Sample	1564	424	647	561	705	216	327	163	533	733	57	782	512	296	126	47
Total	1908	556	827	625	806	275	367	196	615	930	76	1053	509	346	156	56
Happy/ content/ not looking to change from current supplier	1268 66%	356 64%	517 63%	456 73% abe	578 72% abe	172 63%	277 75% gi	131 67%	435 71% i	599 64%	49 65%	658 62%	373 73% k	237 68%	91 58%	36 64%
Couldn't be bothered	296 16%	99 18% cd	150 18% cd	78 12%	99 12%	47 17%	44 12%	38 19% f	92 15%	155 17%	8 11%	171 16% l	62 12%	63 18% l	30 19%	10 18%
Current provider is the best deal/ cheapest/ best value	204 11%	63 11%	94 11%	59 9%	82 10%	28 10%	44 12%	18 9%	69 11%	108 12%	8 10%	112 11%	49 10%	43 12%	12 8%	4 7%
Prefer to stay with trusted/ known provider	166 9%	30 5%	54 7%	73 12% ab	89 11% ab	22 8%	44 12% i	18 9%	67 11%	73 8%	8 11%	92 9%	50 10%	24 7%	8 5%	3 4%
Too time consuming to look into other options	128 7%	50 9% cd	65 8% cd	30 5%	42 5%	21 8%	16 4%	5 3%	26 4%	75 8% fgh	5 7%	92 9% lm	22 4%	14 4%	13 8%	6 11%
Can't change - tied into a contract	105 6%	36 6% cd	63 8% cd	18 3%	26 3%	16 6% c	8 2%	6 3%	16 3%	64 7% fh	7 9% fh	81 8% lm	10 2%	14 4%	11 7%	4 6%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1847	489	752	658	835	260	381	191	625	841	74	904	597	346	146	53
Effective Weighted Sample	1564	424	647	561	705	216	327	163	533	733	57	782	512	296	126	47
Total	1908	556	827	625	806	275	367	196	615	930	76	1053	509	346	156	56
Not much difference between the providers	78 4%	28 5% c	39 5% c	11 2%	24 3%	15 6% c	11 3%	5 2%	18 3%	47 5%	4 5%	52 5%	18 3%	8 2%	4 2%	1 2%
Savings are not large enough	72 4%	23 4%	41 5% cd	12 2%	20 2%	11 4%	11 3%	6 3%	18 3%	42 4%	3 4%	48 5%	13 3%	11 3%	1 1%	2 4%
Don't spend enough for a change to be worthwhile	41 2%	13 2%	19 2%	10 2%	15 2%	7 3%	8 2%	4 2%	16 3%	18 2%	2 3%	23 2%	12 2%	7 2%	4 3%	3 5%
Wouldn't know where to look/ what to look for	38 2%	12 2%	18 2%	13 2%	17 2%	3 1%	8 2%	7 4%	16 3%	14 1%	2 3%	19 2%	14 3%	4 1%	5 3%	- -%
Concerned I could lose my landline number/ email address	36 2%	8 1%	12 1%	17 3%	20 2%	4 1%	4 1%	2 1%	8 1%	24 3%	- -%	20 2%	12 2%	4 1%	2 2%	2 4%
Don't have a choice of landline providers in this area	11 1%	3 1%	5 1%	3 *%	4 1%	2 1%	1 *%	- -%	1 *%	9 1%	1 2% h	7 1%	4 1%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1847	489	752	658	835	260	381	191	625	841	74	904	597	346	146	53
Effective Weighted Sample	1564	424	647	561	705	216	327	163	533	733	57	782	512	296	126	47
Total	1908	556	827	625	806	275	367	196	615	930	76	1053	509	346	156	56
Wouldn't want an engineer visit	10	-	2	3	4	4	3	1	6	4	*	4	4	2	*	-
	1%	-%	*%	1%	1%	1% a	1%	*%	1%	*%	*%	*%	1%	1%	*%	-%
Other	24	7	10	5	10	4	1	6	7	11	1	17	4	4	1	1
	1%	1%	1%	1%	1%	2%	*%	3% f	1%	1%	1%	2%	1%	1%	1%	1%
PROVIDER SATISFACTION/ TRUST	1347	374	546	486	617	184	290	139	458	642	53	704	393	250	97	37
	71%	67%	66%	78% abe	76% abe	67%	79% i	71%	75% i	69%	69%	67%	77% k	72%	62%	66%
TIME CONSUMING/ CAN'T BE BOTHERED	405	135	202	104	136	67	60	43	118	217	13	249	80	76	41	15
	21%	24% cd	24% cd	17%	17%	24% cd	16%	22%	19%	23% f	17%	24% l	16%	22% l	27%	27%
NO COST BENEFIT	334	105	162	86	126	46	61	32	104	177	13	195	82	57	20	9
	18%	19% c	20% c	14%	16%	17%	17%	16%	17%	19%	17%	19%	16%	16%	13%	16%
CAN'T CHANGE - CONTRACT OR AVAILABILITY	115	39	68	19	29	18	9	6	16	73	7	87	14	14	11	4
	6%	7% cd	8% cd	3%	4%	6% c	2%	3%	3%	8% fgh	9% fh	8% lm	3%	4%	7%	6%
DON'T KNOW WHAT TO LOOK FOR	38	12	18	13	17	3	8	7	16	14	2	19	14	4	5	-
	2%	2%	2%	2%	2%	1%	2%	4%	3%	1%	3%	2%	3%	1%	3%	-%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 41**

**Q25 Why have you not (switched/ looked into any alternative landline providers or tariffs you could use) in the last 12 months? (MULTI CODE)**

Base : Those who have not switched provider and who have not tried to get information about alternative landline providers or tariffs in the last 12 months

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE						WORKING STATUS		BUSINESS																					
						TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES			NEED LANDLINE TO GET BROADBAND				OTHER NOT WORKING																						
						TO MAKE CALLS		TO RECEIVE CALLS		MORE RELIABLE THAN MOBILE		WORKING		RETIRED		SELF- EMPL'ED		RUN FROM HOME																	
						f		g		h		i		j		k		l		m		n		o											
Total						a		b		c		d		e		f		g		h		i		j		k		l		m		n		o	
Significance Level: 95%																																			
Unweighted total	1847	489	752	658	835	260	381	191	625	841	74	904	597	346	146	53																			
Effective Weighted Sample	1564	424	647	561	705	216	327	163	533	733	57	782	512	296	126	47																			
Total	1908	556	827	625	806	275	367	196	615	930	76	1053	509	346	156	56																			
RISK LOSING LANDLINE NUMBER	36	8	12	17	20	4	4	2	8	24	-	20	12	4	2	2																			
	2%	1%	1%	3%	2%	1%	1%	1%	1%	3%	-%	2%	2%	1%	2%	4%																			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		GENDER			AGE								SEG						
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample		2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total		2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Daily/ every day	(7.0)	644	323	321	24	58	87	105	119	130	122	145	252	200	170	132	141	74	68
		23%	24%	23%	10%	10%	19%	21%	31%	39%	42%	14%	40%	25%	22%	21%	23%	22%	23%
							cd	cdj	cdefj	cdefgj	cdefgj		cdefgj						
A few times a week	(3.0)	674	327	347	33	87	91	129	110	115	108	179	223	202	156	155	162	74	88
		24%	24%	24%	13%	16%	20%	25%	29%	34%	38%	17%	36%	26%	21%	25%	26%	22%	30%
							cdej	cdej	cdefj	cdefgj	cdefgj		cdefgj	m			m		mp
Once a week	(1.0)	266	118	148	22	45	46	64	35	31	23	91	54	65	93	54	54	31	23
		10%	9%	10%	9%	8%	10%	13%	9%	9%	8%	9%	9%	8%	12%	9%	9%	9%	8%
							dk								lo				
1-3 times a month	(0.5)	244	119	125	23	49	41	56	32	23	20	90	43	81	62	60	39	19	20
		9%	9%	9%	9%	9%	9%	11%	8%	7%	7%	9%	7%	10%	8%	10%	6%	6%	7%
							hk							op		o			
Less often than this	(0.2)	329	165	163	23	89	82	55	45	23	11	171	34	100	93	68	67	40	27
		12%	12%	12%	9%	16%	18%	11%	12%	7%	4%	17%	6%	13%	12%	11%	11%	12%	9%
					i	cfhik	cfghik	ik	hik			cfghik							
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2157	1052	1105	126	328	348	408	341	322	284	676	606	649	573	469	463	237	226
		77%	77%	78%	50%	59%	75%	80%	90%	96%	99%	66%	97%	82%	76%	76%	75%	72%	78%
						c	cdj	cdej	cdefj	cdefgj	cdefgj	cd	cdefgj	mnop					
Never	(0.0)	612	304	308	126	222	116	95	39	12	2	338	14	135	179	145	153	89	64
		22%	22%	22%	50%	40%	25%	19%	10%	4%	1%	33%	2%	17%	24%	23%	25%	27%	22%
					defghijk	efghijk	fghik	ghik	hik	i		efghik			l	l	l	l	
Not sure		15	8	7	2	4	3	4	1	-	2	7	2	4	4	4	2	2	1
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
Mean number of days per week	2.5	2.5	2.5	1.2	1.4	2.1	2.4	3.2	3.9	4.2	1.7	4.1	2.7	2.4	2.4	2.5	2.4	2.7	
						cdj	cdj	cdefj	cdefgj	cdefgj	cd	cdefgj	m						
Standard deviation	2.71	2.74	2.69	2.14	2.20	2.60	2.60	2.78	2.67	2.53	2.41	2.61	2.75	2.72	2.66	2.70	2.73	2.67	
Standard error	.05	.07	.07	.15	.11	.12	.12	.13	.13	.14	.08	.10	.10	.10	.11	.10	.15	.15	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																			

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																		
Unweighted total		2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample		2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total		2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Daily/ every day	(7.0)	644 23%	197 42% bd	305 18%	54 35% bd	87 19%	112 23%	93 23%	78 20%	52 17%	55 23%	254 27% gh	513 22%	34 25%	85 38% kln	13 15%	540 23%	105 27%
A few times a week	(3.0)	674 24%	156 34% bd	356 21%	67 43% abd	95 21%	123 25%	105 26% i	100 25%	80 26%	44 18%	221 23%	575 25%	43 31% kmn	44 20%	12 14%	553 23%	121 31% o
Once a week	(1.0)	266 10%	41 9%	171 10%	13 8%	41 9%	43 9%	32 8%	57 14% efj	33 11%	23 10%	77 8%	238 10%	10 7%	15 7%	3 3%	234 10%	32 8%
1-3 times a month	(0.5)	244 9%	36 8%	168 10% c	7 4%	32 7%	49 10%	34 8%	31 8%	36 12% j	24 10%	70 7%	212 9%	12 8%	14 6%	6 7%	211 9%	33 9%
Less often than this	(0.2)	329 12%	25 5%	236 14% ac	10 6%	57 12% ac	50 10%	55 14%	48 12%	36 12%	28 12%	111 12%	281 12%	11 8%	23 10%	14 17% l	291 12%	38 10%
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2157 77%	456 98% bd	1236 73% d	151 97% bd	312 67%	376 77%	319 80%	315 79%	238 77%	175 72%	734 77%	1819 78% n	110 79% n	181 81% n	47 56%	1828 76%	329 85% o
Never	(0.0)	612 22%	9 2%	450 27% ac	5 3%	148 32% abc	113 23%	79 20%	81 20%	70 23%	63 26%	206 22%	506 22%	28 20%	41 19%	36 44% klm	552 23% p	60 15%
Not sure		15 1%	2 *%	11 1%	- -%	2 1%	- -%	2 1%	1 *%	- -%	4 1% e	8 1%	14 1%	1 1%	- -%	- -%	14 1%	1 *%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE				INCOME						COUNTRY				URBANITY		
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Mean number of days per week	2.5	4.1	2.1	3.9	2.1	2.5	2.6	2.3	2.2	2.4	2.7	2.5	2.8	3.4	1.6	2.5	3.0
		bd		bd							gh	n	n	kn			o
Standard deviation	2.71	2.64	2.57	2.50	2.62	2.70	2.70	2.57	2.48	2.77	2.82	2.67	2.69	3.02	2.51	2.71	2.71
Standard error	.05	.11	.06	.18	.12	.12	.13	.13	.14	.18	.09	.06	.17	.25	.30	.06	.13

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		SERVICES AT HOME								SERVICES							
		LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Significance Level: 95%		Total															
Unweighted total		2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85
Effective Weighted Sample		2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	75
Total		2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	89
Daily/ every day	(7.0)	644	641	644	590	529	52	536	338	217	115	529	54	590	508	82	21
		23%	24% dh	23%	22%	21%	22%	21%	22%	20%	37% jlm	21%	34% jlm	22%	21%	36% jlm	30% jlm
A few times a week	(3.0)	674	672	674	608	572	68	578	348	208	102	572	67	608	547	61	25
		24%	25% h	24% h	23% h	23% h	30% cdhgh	23% h	22%	19%	33% jlm	23%	42% jlmn	23%	23%	27% jlm	36% ijlmn
Once a week	(1.0)	266	258	266	256	244	24	245	171	105	22	244	10	256	240	17	4
		10%	10%	10%	10%	10%	10%	10%	11%	10%	7%	10%	6%	10%	10%	7%	6%
1-3 times a month	(0.5)	244	244	244	230	219	19	223	153	100	24	219	14	230	212	17	7
		9%	9%	9%	9%	9%	8%	9%	10%	9%	8%	9%	9%	9%	9%	8%	10%
Less often than this	(0.2)	329	323	329	321	308	18	310	199	153	20	308	8	321	301	19	7
		12%	12%	12%	12%	12%	8%	12%	13%	14% e	6%	12% ikp	5%	12% ikp	13% ikp	9% p	10% p
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2157	2137	2157	2004	1873	180	1893	1209	782	285	1873	153	2004	1808	196	64
		77%	80% bcdhgh	77% h	76% h	76%	78%	76%	77% h	73%	90% jlm	76%	96% ijlmn	76%	75%	87% jlm	91% jlm
Never	(0.0)	612	524	612	606	582	49	589	355	289	30	582	6	606	576	30	6
		22%	20%	22% a	23% a	24% a	21%	24% a	23% a	27% abcg	9% kp	24% iknop	4%	23% iknop	24% iknop	13% kp	9% p
Not sure		15	13	15	15	14	1	14	5	2	1	14	-	15	14	1	-
		1%	*%	1%	1%	1%	1%	1%	*%	*%	*%	1%	-%	1%	1%	*%	-%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Mean number of days per week	2.5	2.6 cdfgh	2.5 h	2.4 h	2.4	2.6 h	2.4	2.4	2.2	3.7 jlm	2.4	3.8 jlm	2.4	2.4	3.5 jlm	3.3 jlm	4.2 jlmo
Standard deviation	2.71	2.72	2.71	2.70	2.67	2.64	2.67	2.67	2.66	2.75	2.67	2.55	2.70	2.67	2.87	2.69	2.37
Standard error	.05	.05	.05	.05	.05	.18	.05	.07	.08	.17	.05	.20	.05	.05	.21	.29	.26
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
		Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%		2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample		2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total		2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Daily/ every day	(7.0)	644	22	505	263	123	20	78	96	20	13	303	340	31	75	273	348	296
		23%	21%	22%	28% dgk	19%	22%	24% g	17%	22%	34% dg	27% dgk	21%	33% dgk	22%	24%	24%	23%
A few times a week	(3.0)	674	37	528	263	110	30	89	122	24	13	316	353	20	73	289	362	312
		24%	34% b	22%	28% dgk	17%	32% dgk	28% dk	22% d	25%	32% d	28% dgk	21% d	21%	21%	26%	25%	24%
Once a week	(1.0)	266	8	235	89	70	7	20	64	6	2	102	163	7	27	125	151	115
		10%	7%	10%	10%	11% f	8%	6%	12% f	6%	6%	9%	10%	7%	8%	11%	10%	9%
1-3 times a month	(0.5)	244	15	204	76	56	2	32	57	12	3	91	153	5	23	110	133	111
		9%	14% b	9%	8%	9%	3%	10% e	10% e	13% e	7%	8%	9% e	6%	7%	10%	9%	8%
Less often than this	(0.2)	329	15	292	94	90	9	30	75	14	4	117	212	12	47	135	181	148
		12%	14%	12%	10%	14% c	9%	9%	14%	15%	10%	11%	13%	13%	14%	12%	12%	11%
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2157	98	1764	785	449	68	248	414	76	35	929	1221	76	244	932	1176	981
		77%	91% b	75%	85% defgk	69%	74%	77% d	75% d	81% d	89% dk	84% defgk	74% d	79%	71%	83% mp	80% mp	75%
Never	(0.0)	612	9	569	138	197	23	70	135	18	4	179	427	19	99	187	286	326
		22%	9%	24% a	15%	30% cfhij	26% cj	22% cj	25% cj	19%	11%	16% cj	26% cj	20%	29% no	17%	19%	25% no
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Not sure	15	1	13	4	6	-	3	1	-	-	4	11	1	2	5	7	8
	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%
Mean number of days per week	2.5	2.7	2.4	3.0	2.0	2.6	2.7	2.1	2.4	3.4	2.9	2.3	3.1	2.3	2.7	2.6	2.5
				dgk		d	dgk			dgk	dgk		dgk				
Standard deviation	2.71	2.53	2.68	2.76	2.63	2.65	2.72	2.52	2.68	2.81	2.75	2.66	2.97	2.72	2.70	2.71	2.71
Standard error	.05	.15	.06	.09	.11	.28	.15	.11	.27	.43	.08	.07	.30	.16	.08	.07	.08
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE				
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 95%																		
Unweighted total		2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample		2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total		2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Daily/ every day	(7.0)	644	594	641	1	2	567	642	1	1	617	644	-	-	245	398	97	95
		23%	84%	38%	1%	2%	56%	33%	1%	1%	57%	32%	0%	0%	18%	20%	31%	31%
			bcd	cd			efg	gh			hij	kl				mnp	no	no
A few times a week	(3.0)	674	79	662	10	2	258	661	13	1	276	671	3	1	208	432	90	85
		24%	11%	40%	2%	1%	26%	34%	4%	1%	25%	34%	1%	1%	15%	22%	29%	28%
			cd	acd	d		gh	efg	h		kl	ikl			m	mn	no	no
Once a week	(1.0)	266	9	234	27	4	49	241	20	6	55	256	7	3	119	207	28	22
		10%	1%	14%	6%	1%	5%	12%	5%	1%	5%	13%	2%	1%	9%	10%	9%	7%
				acd	ad		h	efg	h		kl	ikl						
1-3 times a month	(0.5)	244	6	67	174	3	44	162	77	5	44	170	74	-	125	174	43	12
		9%	1%	4%	36%	1%	4%	8%	22%	1%	4%	8%	22%	0%	9%	9%	14%	4%
				ad	abd		h	efg	efh		i	ijl	ijl		p	p	mnp	
Less often than this	(0.2)	329	7	29	233	67	55	126	169	34	55	129	178	23	194	263	44	13
		12%	1%	2%	48%	11%	5%	6%	48%	7%	5%	6%	52%	5%	14%	13%	14%	4%
					abd	ab			efh				ijl		p	p	p	
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2157	696	1632	446	79	972	1831	280	46	1047	1870	261	27	890	1475	303	227
		77%	98%	98%	92%	12%	96%	94%	79%	10%	96%	93%	77%	6%	66%	74%	96%	75%
			cd	cd	d		efg	gh	h		hij	kl	l			m	mnp	m
Never	(0.0)	612	12	30	36	546	33	121	76	415	34	125	78	408	455	522	11	73
		22%	2%	2%	7%	86%	3%	6%	21%	88%	3%	6%	23%	92%	34%	26%	4%	24%
					ab	abc		e	ef	efg		i	ij	ijk	nop	o		o

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Not sure	15	1	5	1	9	3	6	-	9	4	6	-	9	6	7	3	5
	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	0%	2%	1%	1%	1%	2%
					ab				efg				ijk				mn
Mean number of days per week	2.5	6.2	4.1	.4	.1	4.8	3.5	.4	.1	4.8	3.5	.3	*	1.9	2.2	3.2	3.2
		bcd	cd	d		fgh	gh	h		jkl	kl	l			m	mn	mn
Standard deviation	2.71	1.82	2.48	.57	.49	2.64	2.66	.70	.36	2.62	2.66	.32	.15	2.61	2.63	2.75	2.85
Standard error	.05	.07	.06	.03	.02	.08	.06	.04	.02	.08	.06	.02	.01	.07	.06	.15	.16

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

		PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE					MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS			
		STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE OR RECEIVE CALLS OR FOR		NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME		
		AGREE	TOTAL	DISAGREE	TOTAL		MAKE CALLS	TO RECEIVE CALLS									
		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%		2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Unweighted total		2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Effective Weighted Sample		2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Daily/ every day	(7.0)	644	48	119	384	453	73	265	66	349	135	46	279	256	109	67	32
		23%	5%	9%	47%	42%	19%	54%	26%	42%	10%	40%	17%	40%	21%	24%	33%
				a	abde	abe	ab	ghij	i	gi		gi		km	k		
A few times a week	(3.0)	674	72	189	292	376	110	157	92	275	221	41	338	222	113	57	27
		24%	8%	14%	36%	35%	29%	32%	36%	33%	16%	36%	21%	35%	22%	21%	27%
				a	abe	abe	ab	i	i	i		i		km			
Once a week	(1.0)	266	53	119	59	98	49	23	36	70	127	13	175	58	33	23	9
		10%	6%	9%	7%	9%	13%	5%	14%	8%	9%	11%	11%	9%	6%	8%	9%
				a		a	ac		fhi	f	f	f	m				
1-3 times a month	(0.5)	244	86	139	30	67	37	25	28	65	137	10	150	41	53	28	6
		9%	10%	11%	4%	6%	10%	5%	11%	8%	10%	9%	9%	7%	10%	10%	6%
			cd	cd		c	cd		f		f				l		
Less often than this	(0.2)	329	147	233	24	45	52	7	16	36	251	1	231	35	63	33	10
		12%	17%	18%	3%	4%	13%	1%	6%	4%	18%	1%	14%	5%	12%	12%	11%
			cd	cd		cd	cd		fj	f	fghj		l		l		
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2157	406	798	789	1039	321	478	238	794	870	112	1174	612	372	207	84
		77%	46%	60%	97%	96%	83%	97%	93%	95%	62%	97%	71%	97%	73%	75%	85%
				a	abe	abe	ab	gi	i	i		i		km			
Never	(0.0)	612	463	513	23	36	63	12	19	37	518	4	458	18	136	65	15
		22%	53%	39%	3%	3%	16%	3%	7%	4%	37%	3%	28%	3%	27%	24%	15%
			bcde	cde		cd		f			fghj		l		l		
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 42**

**Q26. SHOWCARD** How often did you use your landline at home to call other people in the last 12 months? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Not sure	15	9	9	4	4	2	1	-	2	10	-	11	2	2	3	-
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%
Mean number of days per week	2.5	.8	1.2	4.5	4.1	2.4	4.8	3.1	4.1	1.3	4.0	2.0	4.0	2.3	2.5	3.2
			a	abde	abe	ab	ghij	i	gi		gi		km	k		n
Standard deviation	2.71	1.71	2.08	2.52	2.62	2.52	2.49	2.56	2.68	2.13	2.61	2.53	2.63	2.70	2.79	2.86
Standard error	.05	.06	.06	.09	.08	.13	.11	.16	.09	.06	.24	.07	.09	.12	.17	.29
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		GENDER			AGE								SEG						
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total		2618	1263	1355	198	417	458	489	434	387	235	875	622	764	735	523	594	312	282
Effective Weighted Sample		2147	1047	1100	178	359	389	407	349	324	201	736	522	594	607	451	501	270	232
Total		2625	1285	1340	253	547	459	494	356	300	215	1006	516	755	729	588	551	306	245
Daily/ every day	(7.0)	1352	661	691	180	362	293	256	135	86	41	655	127	388	380	317	267	161	106
		52%	51%	52%	71%	66%	64%	52%	38%	29%	19%	65%	25%	51%	52%	54%	48%	53%	43%
					fghik	fghik	fghik	ghik	hik	i		fghik		q	q	q		q	
A few times a week	(3.0)	505	254	250	41	76	78	110	91	71	37	154	108	147	132	108	117	59	59
		19%	20%	19%	16%	14%	17%	22%	26%	24%	17%	15%	21%	19%	18%	18%	21%	19%	24%
								dj	cdeij	cdej			dj						
Once a week	(1.0)	147	70	76	7	29	17	32	27	24	11	46	34	51	40	23	32	16	16
		6%	5%	6%	3%	5%	4%	6%	8%	8%	5%	5%	7%	7%	6%	4%	6%	5%	6%
									cej	cej			c	n					
1-3 times a month	(0.5)	119	58	60	8	9	22	20	20	25	14	31	39	39	41	17	22	12	10
		5%	5%	4%	3%	2%	5%	4%	6%	8%	6%	3%	8%	5%	6%	3%	4%	4%	4%
							d	d	dj	cdj	dj		cdj		n				
Less often than this	(0.2)	198	91	107	1	19	16	37	33	39	53	35	92	49	52	49	47	18	30
		8%	7%	8%	*%	4%	3%	8%	9%	13%	25%	3%	18%	6%	7%	8%	9%	6%	12%
						c	c	cdej	cdej	cdefj	cdefghijk	c	cdefgj						Imp
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2320	1136	1185	235	495	427	455	307	245	156	922	401	673	646	514	485	266	219
		88%	88%	88%	93%	90%	93%	92%	86%	82%	72%	92%	78%	89%	89%	87%	88%	87%	89%
					ghik	hik	ghik	ghik	ik	i		ghik							
Never	(0.0)	283	139	144	14	47	29	33	48	53	59	77	112	77	78	69	59	34	25
		11%	11%	11%	6%	9%	6%	7%	13%	18%	27%	8%	22%	10%	11%	12%	11%	11%	10%
									cdefj	cdefj	cdefghj		cdefgj						
Not sure		22	10	11	4	5	2	6	2	2	1	8	3	4	5	5	7	6	1
		1%	1%	1%	2%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%
																	I		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		GENDER		AGE									SEG						
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2618	1263	1355	198	417	458	489	434	387	235	875	622	764	735	523	594	312	282	
Effective Weighted Sample	2147	1047	1100	178	359	389	407	349	324	201	736	522	594	607	451	501	270	232	
Total	2625	1285	1340	253	547	459	494	356	300	215	1006	516	755	729	588	551	306	245	
Mean number of days per week	4.3	4.3	4.3	5.6 efghijk	5.2 fghik	5.1 fghik	4.5 ghik	3.6 hik	2.9 i	2.0	5.1 fghik	2.5 i	4.3 q	4.3 q	4.4 q	4.2	4.4 q	3.9	
Standard deviation	2.95	2.93	2.96	2.40	2.72	2.70	2.83	2.90	2.85	2.65	2.71	2.80	2.93	2.96	2.95	2.94	2.92	2.93	
Standard error	.06	.08	.08	.17	.13	.13	.13	.14	.15	.17	.09	.11	.11	.11	.13	.12	.17	.18	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		SEG & AGE					INCOME					COUNTRY					URBANITY	
		Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																		
Unweighted total		2618	489	1533	133	461	455	389	372	311	244	847	2184	231	138	65	2218	400
Effective Weighted Sample		2147	409	1260	113	392	377	312	295	244	183	740	1826	212	122	59	1839	309
Total		2625	410	1661	105	446	435	380	386	303	241	879	2209	130	207	78	2258	366
Daily/ every day	(7.0)	1352 52%	102 25%	984 59% ac	25 24%	242 54% ac	199 46%	186 49%	203 53%	174 57% ef	137 57% e	453 52%	1165 53% lm	53 41%	81 39%	53 68% klm	1194 53% p	158 43%
A few times a week	(3.0)	505 19%	83 20%	304 18%	25 24%	92 21%	86 20%	80 21%	74 19%	59 19%	37 15%	169 19%	429 19% n	26 20% n	43 21% n	7 9%	440 20%	64 18%
Once a week	(1.0)	147 6%	26 6%	88 5%	8 8%	23 5%	21 5%	26 7%	33 9% ij	17 6%	9 4%	40 5%	120 5%	8 6%	17 8%	2 2%	129 6%	17 5%
1-3 times a month	(0.5)	119 5%	34 8% bd	64 4%	6 5%	16 4%	21 5%	16 4%	13 3%	12 4%	22 9% fghj	34 4%	92 4%	11 9% k	10 5%	6 7%	88 4%	31 8% o
Less often than this	(0.2)	198 8%	72 18% bd	78 5%	20 19% bd	27 6%	44 10% hi	30 8% h	25 7%	11 4%	10 4%	78 9% hi	158 7%	16 12% k	21 10%	3 4%	170 8%	28 8%
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2320 88%	317 77%	1517 91% ac	84 80%	401 90% ac	371 85%	338 89%	348 90%	273 90%	215 89%	774 88%	1963 89%	114 88%	172 83%	70 91%	2022 90% p	298 81%
Never	(0.0)	283 11%	92 22% bd	133 8%	20 19% bd	38 9%	58 13%	39 10%	35 9%	29 10%	22 9%	100 11%	227 10%	16 12%	33 16% k	7 9%	218 10%	65 18% o
Not sure		22 1%	2 *%	12 1%	1 1%	7 2%	6 1%	3 1%	3 1%	1 *%	4 2%	5 1%	19 1%	* *%	2 1%	- -%	18 1%	4 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2618	489	1533	133	461	455	389	372	311	244	847	2184	231	138	65	2218	400
Effective Weighted Sample	2147	409	1260	113	392	377	312	295	244	183	740	1826	212	122	59	1839	309
Total	2625	410	1661	105	446	435	380	386	303	241	879	2209	130	207	78	2258	366
Mean number of days per week	4.3	2.5	4.8	2.5	4.6	3.9	4.2	4.4	4.7	4.6	4.3	4.4	3.6	3.5	5.1	4.4	3.7
			ac		ac			e	ef	e		lm			lm	p	
Standard deviation	2.95	2.81	2.80	2.75	2.84	3.01	2.93	2.90	2.82	2.94	2.96	2.92	3.02	3.00	2.89	2.91	3.07
Standard error	.06	.13	.07	.24	.13	.14	.15	.15	.16	.19	.10	.06	.20	.26	.36	.06	.15

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		SERVICES AT HOME								SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	2618	2532	2618	2618	2433	215	2455	1506	1042	185	2433	-	2618	2433	185	-	-
Effective Weighted Sample	2147	2075	2147	2147	1978	175	1999	1244	858	171	1978	-	2147	1978	171	-	-
Total	2625	2521	2625	2625	2398	228	2425	1525	1065	227	2398	-	2625	2398	227	-	-
Daily/ every day	(7.0)	1352	1283	1352	1263	117	1273	860	664	90	1263	-	1352	1263	90	-	-
		52%	51%	52%	53%	51%	52%	56%	62%	39%	53%	-%	52%	53%	39%	-%	-%
								abcdf	abcdefg		in		in	in			
A few times a week	(3.0)	505	490	505	464	50	469	287	188	41	464	-	505	464	41	-	-
		19%	19%	19%	19%	22%	19%	19%	18%	18%	19%	-%	19%	19%	18%	-%	-%
Once a week	(1.0)	147	138	147	132	19	135	70	40	15	132	-	147	132	15	-	-
		6%	5%	6%	5%	8%	6%	5%	4%	7%	5%	-%	6%	5%	7%	-%	-%
				h	h	gh	h										
1-3 times a month	(0.5)	119	114	119	107	14	110	62	31	11	107	-	119	107	11	-	-
		5%	5%	5%	4%	6%	5%	4%	3%	5%	4%	-%	5%	4%	5%	-%	-%
			h	h	h	h	h										
Less often than this	(0.2)	198	198	198	163	11	165	94	57	35	163	-	198	163	35	-	-
		8%	8%	8%	7%	5%	7%	6%	5%	16%	7%	-%	8%	7%	16%	-%	-%
			h	h	h					jlm					jlm		
EVER USED TO MAKE CALLS IN LAST 12 MONTHS	2320	2223	2320	2320	2129	211	2153	1373	981	191	2129	-	2320	2129	191	-	-
	88%	88%	88%	88%	89%	92%	89%	90%	92%	84%	89%	-%	88%	89%	84%	-%	-%
									abcdf								
Never	(0.0)	283	276	283	248	16	251	138	78	35	248	-	283	248	35	-	-
		11%	11%	11%	10%	7%	10%	9%	7%	16%	10%	-%	11%	10%	16%	-%	-%
			h	h	h		h			jm					jm		
Not sure	22	22	22	22	22	1	22	14	6	-	22	-	22	22	-	-	-
	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	1%	-%	1%	1%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB *k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB *o	LL & NO FBB & NO MOB *p
Significance Level: 95%																	
Unweighted total	2618	2532	2618	2618	2433	215	2455	1506	1042	185	2433	-	2618	2433	185	-	-
Effective Weighted Sample	2147	2075	2147	2147	1978	175	1999	1244	858	171	1978	-	2147	1978	171	-	-
Total	2625	2521	2625	2625	2398	228	2425	1525	1065	227	2398	-	2625	2398	227	-	-
Mean number of days per week	4.3	4.3	4.3	4.3	4.4	4.4	4.4	4.6 abcdf	5.0 abcdefg	3.4	4.4 in	-	4.3 in	4.4 in	3.4	-	-
Standard deviation	2.95	2.95	2.95	2.95	2.92	2.84	2.92	2.86	2.74	3.06	2.92	-	2.95	2.92	3.06	-	-
Standard error	.06	.06	.06	.06	.06	.19	.06	.07	.09	.22	.06	-	.06	.06	.22	-	-
Columns Tested:	a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE				
		Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR	NOT BT OR EE OR	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK	
												PLUSNET	PLUSNET						
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total		2618	264	2157	923	574	90	308	490	95	37	1108	1501	90	287	1144	1431	1187	
Effective Weighted Sample		2147	213	1836	698	496	78	260	425	79	29	856	1284	72	245	946	1184	964	
Total		2625	99	2285	832	632	91	312	530	90	34	1013	1600	90	338	1083	1421	1204	
Daily/ every day	(7.0)	1352	21	1232	374	381	47	165	295	42	7	463	882	31	198	537	735	617	
		52%	21%	54% a	45% i	60% chijl	52% il	53% cijl	56% cijl	46% i	22% d	46% i	55% cijl	35% np	59% np	50%	52%	51%	
A few times a week	(3.0)	505	30	429	156	122	16	61	95	21	8	193	307	21	63	224	287	218	
		19%	30% b	19%	19%	19%	18%	19%	18%	23%	25%	19%	19%	23%	19%	21%	20%	18%	
Once a week	(1.0)	147	8	124	51	25	6	15	34	7	4	65	82	4	16	62	78	68	
		6%	8%	5%	6%	4%	7%	5%	6%	8%	12% d	6%	5%	4%	5%	6%	6%	6%	
1-3 times a month	(0.5)	119	8	100	62	12	1	16	22	4	1	66	52	1	11	54	65	53	
		5%	8% b	4%	7% degk	2%	1%	5% d	4% d	4%	4%	7% dek	3%	1%	3%	5%	5%	4%	
Less often than this	(0.2)	198	12	150	69	34	9	30	28	6	3	84	114	19	23	83	107	92	
		8%	12% b	7%	8%	5%	10%	10% dg	5%	6%	8%	8%	7%	21% cdfghjk	7%	8%	7%	8%	
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2320	78	2036	713	574	79	287	475	79	24	871	1438	77	310	962	1272	1048	
		88%	79%	89% a	86% i	91% cij	87% i	92% cij	90% i	88% i	70%	86% i	90% cij	85%	92% p	89%	90%	87%	
Never	(0.0)	283	18	230	114	54	12	23	48	11	8	136	147	13	24	114	138	145	
		11%	18% b	10%	14% dfgk	9%	13%	7%	9%	12%	25% dfgk	13% dfgk	9%	14%	7%	11%	10%	12% m	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																			

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2618	264	2157	923	574	90	308	490	95	37	1108	1501	90	287	1144	1431	1187
Effective Weighted Sample	2147	213	1836	698	496	78	260	425	79	29	856	1284	72	245	946	1184	964
Total	2625	99	2285	832	632	91	312	530	90	34	1013	1600	90	338	1083	1421	1204
Not sure	22	2	19	6	4	-	2	7	-	2	6	16	1	3	7	11	11
	1%	2%	1%	1%	1%	-%	1%	1%	-%	6%	1%	1%	1%	1%	1%	1%	1%
		b								cdefhjk							
Mean number of days per week	4.3	2.6	4.5	3.9	4.9	4.3	4.4	4.6	4.0	2.6	3.9	4.6	3.3	4.8	4.2	4.4	4.3
			a	i	cfhijkl	il	cijl	cijl	i		i	cijl		nop			
Standard deviation	2.95	2.63	2.91	3.02	2.76	3.01	2.92	2.88	2.93	2.74	3.01	2.88	2.98	2.81	2.94	2.92	2.98
Standard error	.06	.16	.06	.10	.12	.32	.17	.13	.30	.46	.09	.07	.32	.17	.09	.08	.09
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE				
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 95%																		
Unweighted total		2618	695	1620	475	523	993	1917	323	378	1070	1960	303	355	1235	1944	354	320
Effective Weighted Sample		2147	562	1317	386	455	818	1558	265	335	876	1594	249	315	1070	1620	271	257
Total		2625	652	1534	464	626	925	1816	343	466	998	1857	328	440	1352	2003	317	305
Daily/ every day	(7.0)	1352	272	610	287	455	437	806	208	338	462	826	204	322	1352	1352	-	-
		52%	42%	40%	62%	73%	47%	44%	61%	73%	46%	45%	62%	73%	100%	67%	-%	-%
					ab	abc			ef	efg			ij	ijk	nop	op		
A few times a week	(3.0)	505	118	366	74	65	167	416	51	37	185	421	54	30	-	505	-	-
		19%	18%	24%	16%	10%	18%	23%	15%	8%	18%	23%	16%	7%	-%	25%	-%	-%
			d	acd	d		h	egh	h		l	ikl	l			mop		
Once a week	(1.0)	147	47	110	18	18	54	116	16	14	59	120	12	14	-	147	-	-
		6%	7%	7%	4%	3%	6%	6%	5%	3%	6%	6%	4%	3%	-%	7%	-%	-%
			cd	cd				h				l				mop		
1-3 times a month	(0.5)	119	34	82	26	10	46	89	24	6	49	92	21	6	-	-	119	-
		5%	5%	5%	6%	2%	5%	5%	7%	1%	5%	5%	6%	1%	-%	-%	37%	-%
			d	d	d		h	h	h		l	l	l				mnp	
Less often than this	(0.2)	198	77	149	45	4	91	169	27	3	102	170	26	2	-	-	198	-
		8%	12%	10%	10%	1%	10%	9%	8%	1%	10%	9%	8%	*%	-%	-%	63%	-%
			d	d	d		h	h	h		l	l	l				mnp	
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2320	548	1318	450	552	795	1596	326	398	856	1630	316	374	1352	2003	317	-
		88%	84%	86%	97%	88%	86%	88%	95%	85%	86%	88%	96%	85%	100%	100%	100%	-%
					abd				efh				ijl		p	p	p	
Never	(0.0)	283	100	201	11	71	123	203	15	66	134	209	10	64	-	-	-	283
		11%	15%	13%	2%	11%	13%	11%	4%	14%	13%	11%	3%	15%	-%	-%	-%	93%
			c	c		c	g	g		g	k	k		k				mno

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2618	695	1620	475	523	993	1917	323	378	1070	1960	303	355	1235	1944	354	320
Effective Weighted Sample	2147	562	1317	386	455	818	1558	265	335	876	1594	249	315	1070	1620	271	257
Total	2625	652	1534	464	626	925	1816	343	466	998	1857	328	440	1352	2003	317	305
Not sure	22	4	15	2	4	7	17	2	2	9	17	2	2	-	-	-	22
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	-%	-%	-%	7% mno
Mean number of days per week	4.3	3.6	3.7	4.9	5.5	4.0	3.9	4.8	5.4	3.9	3.9	4.9	5.4	7.0	5.6	.3	-
				ab	abc			ef	efg			ij	ij	no	o		
Standard deviation	2.95	3.05	2.93	2.79	2.63	3.03	2.93	2.84	2.74	3.03	2.94	2.77	2.76	*	2.14	.15	-
Standard error	.06	.12	.07	.13	.12	.10	.07	.16	.14	.09	.07	.16	.15	*	.05	.01	-
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	



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**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE					MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS		
		STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE OR RECEIVE CALLS OR FOR		NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME		
		AGREE	TOTAL AGREE	DISAGREE	TOTAL DISAGREE		MAKE CALLS	TO RECEIVE CALLS									
Significance Level: 95%		Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total		2618	784	1248	755	1009	361	440	231	755	1270	118	1454	664	499	259	92
Effective Weighted Sample		2147	665	1029	635	833	290	368	193	625	1088	89	1214	556	413	210	81
Total		2625	866	1298	708	957	370	413	224	715	1379	114	1611	529	485	272	95
Daily/ every day	(7.0)	1352	622	844	227	346	163	140	97	282	903	26	964	123	266	163	61
		52%	72%	65%	32%	36%	44%	34%	43%	39%	65%	23%	60%	23%	55%	60%	64%
			bcde	cde		cd	cd	j	fj	j	fg hj		l		l		
A few times a week	(3.0)	505	122	245	124	171	88	88	54	157	227	21	295	118	91	45	8
		19%	14%	19%	18%	18%	24%	21%	24%	22%	16%	18%	18%	22%	19%	17%	8%
			a	a	a	acd	i	i	i				k				
Once a week	(1.0)	147	26	57	44	59	31	26	10	42	58	7	83	39	25	17	7
		6%	3%	4%	6%	6%	8%	6%	4%	6%	4%	7%	5%	7%	5%	6%	7%
				a	a	ab											
1-3 times a month	(0.5)	119	19	36	40	63	20	24	12	39	36	13	67	35	17	9	1
		5%	2%	3%	6%	7%	5%	6%	5%	5%	3%	11%	4%	7%	3%	3%	1%
				ab	ab	ab	ab	i	i	i		hi		km			
Less often than this	(0.2)	198	11	30	107	127	41	65	20	90	53	8	69	94	35	11	6
		8%	1%	2%	15%	13%	11%	16%	9%	13%	4%	7%	4%	18%	7%	4%	6%
				ab	ab	ab	ab	gij	i	i				km	k		
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		2320	800	1211	543	766	343	343	193	609	1277	75	1478	409	433	245	83
		88%	92%	93%	77%	80%	93%	83%	86%	85%	93%	66%	92%	77%	89%	90%	87%
			cd	cd		cd	cd	j	j	j	fg hj		l		l		
Never	(0.0)	283	62	79	159	184	20	68	29	101	92	35	121	117	46	25	11
		11%	7%	6%	22%	19%	5%	16%	13%	14%	7%	31%	7%	22%	9%	9%	12%
				abe	abe		i	i	i			fg hi		km			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 43**

**Q27. SHOWCARD** How often did you use your mobile phone at home to call other people in the last 12 months when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2618	784	1248	755	1009	361	440	231	755	1270	118	1454	664	499	259	92
Effective Weighted Sample	2147	665	1029	635	833	290	368	193	625	1088	89	1214	556	413	210	81
Total	2625	866	1298	708	957	370	413	224	715	1379	114	1611	529	485	272	95
Not sure	22	5	7	6	7	7	1	2	4	10	4	12	3	6	2	1
	1%	1%	1%	1%	1%	2% ab	1%	1%	1%	1%	4% fhi	1%	1%	1%	1%	1%
Mean number of days per week	4.3	5.5 bcde	5.2 cde	2.9	3.2	4.0 cd	3.1 j	3.9 fj	3.6 fj	5.2 fghj	2.4	4.9 lm	2.5	4.5 l	4.8	4.9
Standard deviation	2.95	2.49	2.58	3.00	3.04	2.87	2.96	2.94	2.98	2.66	2.81	2.77	2.75	2.89	2.83	2.98
Standard error	.06	.09	.07	.11	.10	.15	.14	.19	.11	.07	.26	.07	.11	.13	.18	.31
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

		GENDER			AGE									SEG							
		Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E		
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Unweighted total		1051	518	533	100	208	225	208	162	106	42	433	148	389	324	185	153	85	68		
Effective Weighted Sample		865	432	434	89	179	193	175	131	87	33	366	118	312	265	162	130	76	54		
Total		1073	547	526	123	268	222	214	127	80	38	490	118	395	327	212	138	85	53		
Daily/ every day	(7.0)	188	94	94	36	56	44	28	13	10	1	100	10	71	58	32	26	16	10		
		17%	17%	18%	29%	21%	20%	13%	10%	12%	2%	20%	9%	18%	18%	15%	19%	19%	18%		
					fg hik	fg ik	g ik						fg ik								
A few times a week	(3.0)	210	97	113	32	54	42	56	14	10	3	97	13	74	60	49	28	20	7		
		20%	18%	22%	26%	20%	19%	26%	11%	12%	7%	20%	11%	19%	18%	23%	20%	24%	14%		
					gh ik	g k	gh ik						g k								
Once a week	(1.0)	143	76	67	13	41	41	25	9	8	5	83	14	49	49	31	14	9	5		
		13%	14%	13%	11%	15%	19%	12%	7%	10%	14%	17%	11%	12%	15%	15%	10%	11%	9%		
						g	g						g								
1-3 times a month	(0.5)	156	90	66	15	42	30	24	20	15	10	72	25	70	37	24	25	15	10		
		15%	17%	12%	12%	16%	13%	11%	16%	18%	27%	15%	21%	18%	11%	11%	18%	18%	19%		
										cef						f	m				
Less often than this	(0.2)	197	103	94	19	33	33	39	40	26	7	66	33	86	49	43	18	8	10		
		18%	19%	18%	15%	12%	15%	18%	31%	33%	18%	13%	28%	22%	15%	20%	13%	9%	19%		
										cdef j						cde j	mop	p			
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		894	460	434	114	226	191	172	96	69	26	417	95	351	253	179	111	69	42		
					93%	84%	86%	80%	75%	86%	68%	85%	80%	89%	77%	84%	80%	81%	79%		
					fg ik	gi	gi						gi								mo
Never	(0.0)	175	85	90	7	42	32	41	31	10	12	73	23	44	74	32	26	16	9		
		16%	16%	17%	6%	16%	14%	19%	24%	13%	32%	15%	19%	11%	23%	15%	19%	19%	17%		
						c	c	c	ceh j						cdeh j	c	l	l			
Not sure		4	2	2	1	-	-	1	1	1	-	-	1	1	-	2	2	-	2		
		1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%	4%		
					j																lm
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																					

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1051	518	533	100	208	225	208	162	106	42	433	148	389	324	185	153	85	68
Effective Weighted Sample	865	432	434	89	179	193	175	131	87	33	366	118	312	265	162	130	76	54
Total	1073	547	526	123	268	222	214	127	80	38	490	118	395	327	212	138	85	53
Mean number of days per week	2.1	2.0	2.1	3.1	2.3	2.2	1.9	1.3	1.5	.7	2.3	1.2	2.1	2.0	2.0	2.2	2.3	2.0
				defghijk	ghik	ghik	gik		i		ghik							
Standard deviation	2.51	2.50	2.52	2.79	2.63	2.58	2.31	2.13	2.26	1.20	2.60	2.01	2.53	2.54	2.40	2.59	2.58	2.62
Standard error	.08	.11	.11	.28	.18	.17	.16	.17	.22	.18	.12	.17	.13	.14	.18	.21	.28	.32
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

		SEG & AGE					INCOME					COUNTRY					URBANITY	
		Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c d	DE & U65 e	UP TO £15.6K f	£15.6K TO £25.99K g	£26K TO £36.39K h	£36.4K TO £51.99K i	£52K+ j	REF'D/ DK k	ENG- LAND l	SCOT- LAND m	WALES n	N IRE- LAND o	URBAN p	RURAL q
Significance Level: 95%																		
Unweighted total		1051	128	770	20	133	127	133	181	157	149	304	885	91	44	31	892	159
Effective Weighted Sample		865	103	640	15	115	102	108	146	126	116	267	745	84	35	29	740	125
Total		1073	104	831	14	124	120	127	186	164	148	328	920	50	60	43	925	149
Daily/ every day	(7.0)	188 17%	10 10%	152 18% a	* 3% a	26 21% a	23 19%	13 10%	30 16%	26 16%	37 25% f	59 18%	171 19% l	3 5%	8 13%	6 15%	166 18%	21 14%
A few times a week	(3.0)	210 20%	12 11%	171 21% a	1 7% a	27 21% a	22 18%	28 22%	47 25%	34 21%	24 16%	57 17%	184 20%	7 14%	10 17%	9 21%	195 21% p	15 10%
Once a week	(1.0)	143 13%	11 10%	118 14%	3 21%	11 9%	9 8%	12 9%	36 19% ef	19 12%	21 14%	46 14%	128 14%	8 15%	4 7%	3 7%	122 13%	21 14%
1-3 times a month	(0.5)	156 15%	22 21% b	109 13%	3 21%	22 18%	20 17%	21 16%	18 10%	30 18% g	18 12%	49 15%	125 14%	16 31% k	10 16%	6 13%	127 14%	29 19%
Less often than this	(0.2)	197 18%	28 27% bd	151 18%	5 33%	13 11%	15 13%	27 21%	28 15%	28 17%	30 20%	69 21%	162 18%	8 16%	11 19%	15 35% kl	156 17%	41 28% o
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		894 83%	83 80%	700 84%	12 84%	99 80%	90 75%	99 78%	159 85% e	137 84%	130 87% e	279 85% e	770 84%	41 82%	44 73%	39 91%	766 83%	128 86%
Never	(0.0)	175 16%	21 20%	128 15%	2 11%	24 19%	28 23% ij	28 22%	27 15%	26 16%	19 12%	48 14%	147 16%	8 16%	16 27%	4 9%	154 17%	21 14%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	1051	128	770	20	133	127	133	181	157	149	304	885	91	44	31	892	159
Effective Weighted Sample	865	103	640	15	115	102	108	146	126	116	267	745	84	35	29	740	125
Total	1073	104	831	14	124	120	127	186	164	148	328	920	50	60	43	925	149
Not sure	4 *%	- -%	2 *%	1 5%	1 1%	2 1%	- -%	- -%	1 1%	* *%	1 *%	3 *%	1 2% k	- -%	- -%	4 *%	* *%
Mean number of days per week	2.1	1.3	2.1 a	.8	2.3 a	2.1	1.6	2.2 f	2.0	2.5 f	2.0	2.1 l	1.1	1.6	1.9	2.1 p	1.6
Standard deviation	2.51	2.08	2.53	1.36	2.65	2.64	2.13	2.40	2.45	2.79	2.53	2.55	1.68	2.38	2.44	2.53	2.37
Standard error	.08	.18	.09	.31	.23	.24	.19	.18	.20	.23	.15	.09	.18	.36	.44	.08	.19
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

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**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

		SERVICES AT HOME								SERVICES									
		LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB		
		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p		
Significance Level: 95%																			
Unweighted total		1051	1013	1051	1042	1038	130	1041	693	1051	13	1038	9	1042	1029	13	9	-	
Effective Weighted Sample		865	832	865	858	853	107	855	569	865	13	853	7	858	846	13	7	-	
Total		1073	1029	1073	1065	1055	140	1059	717	1073	18	1055	8	1065	1047	18	8	-	
Daily/ every day		(7.0)	188	174	188	188	183	20	183	127	188	5	183	-	188	183	5	-	-
			17%	17%	17%	18%	17%	14%	17%	18%	17%	26%	17%	-%	18%	17%	26%	-%	-%
A few times a week		(3.0)	210	203	210	209	207	42	208	144	210	4	207	1	209	205	4	1	-
			20%	20%	20%	20%	20%	30%	20%	20%	20%	21%	20%	18%	20%	20%	21%	18%	-%
						abcd fgh													
Once a week		(1.0)	143	136	143	142	140	15	140	96	143	3	140	1	142	139	3	1	-
			13%	13%	13%	13%	13%	11%	13%	13%	13%	16%	13%	9%	13%	13%	16%	9%	-%
1-3 times a month		(0.5)	156	147	156	154	151	20	154	103	156	5	151	2	154	148	5	2	-
			15%	14%	15%	14%	14%	14%	14%	14%	15%	29%	14%	29%	14%	14%	29%	29%	-%
Less often than this		(0.2)	197	194	197	194	197	22	197	131	197	-	197	3	194	194	-	3	-
			18%	19%	18%	18%	19%	16%	19%	18%	18%	-%	19%	33%	18%	19%	-%	33%	-%
EVER USED TO MAKE CALLS IN LAST 12 MONTHS			894	854	894	887	877	119	881	601	894	17	877	7	887	870	17	7	-
			83%	83%	83%	83%	83%	85%	83%	84%	83%	92%	83%	89%	83%	83%	92%	89%	-%
Never		(0.0)	175	171	175	174	174	20	174	113	175	1	174	1	174	173	1	1	-
			16%	17%	16%	16%	16%	14%	16%	16%	16%	8%	16%	11%	16%	16%	8%	11%	-%
Not sure			4	4	4	4	4	*	4	4	4	-	4	-	4	4	-	-	-
			*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	-%	*%	*%	-%	-%	-%
Mean number of days per week			2.1	2.0	2.1	2.1	2.1	2.0	2.1	2.1	2.1	2.8	2.1	.8	2.1	2.1	2.8	.8	-
Standard deviation			2.51	2.49	2.51	2.52	2.51	2.33	2.50	2.51	2.51	2.78	2.51	1.11	2.52	2.51	2.78	1.11	-
Standard error			.08	.08	.08	.08	.08	.20	.08	.10	.08	.77	.08	.37	.08	.08	.77	.37	-
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																			

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**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

		PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
		Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																		
Unweighted total		1051	108	928	344	253	41	123	203	50	6	435	615	30	125	477	602	449
Effective Weighted Sample		865	89	802	258	223	37	100	175	44	4	339	526	25	111	391	499	366
Total		1073	36	1016	303	292	46	121	224	52	5	401	671	29	151	457	607	466
Daily/ every day	(7.0)	188 17%	4 12%	178 18%	52 17%	53 18% f	7 16%	12 10%	40 18%	14 27% f	1 24%	74 18% f	114 17%	8 27% f	37 24% n	66 14%	103 17%	85 18%
A few times a week	(3.0)	210 20%	5 13%	202 20%	46 15%	55 19%	13 28%	33 27% cj	48 21%	11 22%	1 13%	71 18%	140 21%	4 14%	25 16%	90 20%	115 19%	96 21%
Once a week	(1.0)	143 13%	4 12%	136 13%	35 12%	46 16%	4 8%	16 14%	31 14%	5 10%	- -%	44 11%	99 15%	5 18%	21 14%	67 15%	89 15%	54 12%
1-3 times a month	(0.5)	156 15%	7 20%	143 14%	52 17%	35 12%	8 18%	25 21% d	27 12%	5 10%	- -%	65 16%	91 13%	4 14%	17 11%	68 15%	85 14%	71 15%
Less often than this	(0.2)	197 18%	9 25%	187 18%	65 22%	50 17%	9 21%	18 15%	38 17%	11 21%	3 49%	86 21%	111 17%	3 10%	27 18%	87 19%	113 19%	84 18%
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		894 83%	30 82%	846 83%	251 83%	239 82%	41 90%	103 85%	184 82%	47 90%	5 87%	339 85%	555 83%	24 83%	126 84%	378 83%	504 83%	390 84%
Never	(0.0)	175 16%	6 17%	166 16%	50 17%	53 18%	4 10%	18 15%	38 17%	5 10%	1 13%	60 15%	114 17%	5 17%	24 16%	76 17%	101 17%	74 16%
Not sure		4 *% 1%	* 1%	4 *% 1%	2 1%	- -% 1%	- -% 1%	* *% 1%	2 1%	- -% 1%	- -% 1%	2 *% 1%	2 *% 1%	- -% 1%	- -% 1%	3 1%	3 *% 1%	1 *% 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	1051	108	928	344	253	41	123	203	50	6	435	615	30	125	477	602	449
Effective Weighted Sample	865	89	802	258	223	37	100	175	44	4	339	526	25	111	391	499	366
Total	1073	36	1016	303	292	46	121	224	52	5	401	671	29	151	457	607	466
Mean number of days per week	2.1	1.5	2.1	1.9	2.1	2.2	1.7	2.1	2.7 f	2.2	2.1	2.1	2.6	2.4 n	1.9	2.0	2.1
Standard deviation	2.51	2.30	2.51	2.53	2.54	2.44	2.07	2.53	2.83	3.20	2.57	2.48	2.88	2.78	2.37	2.49	2.54
Standard error	.08	.22	.08	.14	.16	.38	.19	.18	.40	1.30	.12	.10	.53	.25	.11	.10	.12
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

		USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE				
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Significance Level: 95%																		
Unweighted total		1051	259	596	216	239	383	732	147	172	414	749	142	160	608	857	96	89
Effective Weighted Sample		865	206	477	180	211	312	590	123	155	334	602	121	145	528	715	70	73
Total		1073	241	567	217	289	356	698	163	212	383	713	161	199	664	893	88	84
Daily/ every day	(7.0)	188	37	78	31	79	51	94	37	57	55	98	35	56	161	179	4	5
		17%	15%	14%	14%	27%	14%	14%	22%	27%	14%	14%	21%	28%	24%	20%	5%	6%
					abc				ef	ef			j	ij	op	op		
A few times a week	(3.0)	210	44	105	54	51	54	129	36	45	64	132	35	43	145	194	8	7
		20%	18%	19%	25%	18%	15%	19%	22%	21%	17%	19%	21%	22%	22%	22%	9%	8%
															op	op		
Once a week	(1.0)	143	30	82	20	41	53	97	14	32	55	98	16	28	92	129	7	7
		13%	13%	14%	9%	14%	15%	14%	9%	15%	14%	14%	10%	14%	14%	14%	7%	8%
1-3 times a month	(0.5)	156	34	81	36	39	53	102	25	29	56	106	24	26	96	131	11	12
		15%	14%	14%	17%	13%	15%	15%	15%	14%	15%	15%	15%	13%	14%	15%	12%	14%
Less often than this	(0.2)	197	56	114	44	38	77	146	29	22	80	147	30	20	94	141	33	20
		18%	23%	20%	20%	13%	22%	21%	17%	11%	21%	21%	18%	10%	14%	16%	38%	24%
			d	d			h	h			l	l				mn	m	
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		894	200	460	186	248	288	569	141	184	310	582	139	173	588	774	64	49
		83%	83%	81%	86%	86%	81%	82%	86%	87%	81%	82%	86%	87%	89%	87%	72%	59%
															op	op		
Never	(0.0)	175	40	106	29	40	66	126	21	28	71	127	21	26	76	117	24	34
		16%	16%	19%	13%	14%	18%	18%	13%	13%	18%	18%	13%	13%	11%	13%	27%	40%
																mn	mn	
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	259	596	216	239	383	732	147	172	414	749	142	160	608	857	96	89
Effective Weighted Sample	865	206	477	180	211	312	590	123	155	334	602	121	145	528	715	70	73
Total	1073	241	567	217	289	356	698	163	212	383	713	161	199	664	893	88	84
Not sure	4	1	2	2	1	2	3	1	-	2	4	1	-	*	2	1	1
	*%	*%	*%	1%	*%	1%	*%	1%	-%	1%	1%	*%	-%	*%	*%	1% m	1% m
Mean number of days per week	2.1	1.9	1.8	2.0	2.7 abc	1.7	1.8	2.5 ef	2.7 ef	1.8	1.8	2.4 ij	2.8 ij	2.6 op	2.3 op	.9	.8
Standard deviation	2.51	2.43	2.34	2.35	2.83	2.38	2.33	2.69	2.77	2.37	2.34	2.66	2.80	2.70	2.58	1.67	1.72
Standard error	.08	.15	.10	.16	.18	.12	.09	.22	.21	.12	.09	.22	.22	.11	.09	.17	.18

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

		PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE					MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS			
		STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME		
		AGREE	TOTAL AGREE	DISAGREE	TOTAL DISAGREE												
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%		Total															
Unweighted total		1051	389	600	237	325	126	127	67	226	571	47	676	179	196	127	63
Effective Weighted Sample		865	331	502	199	265	99	105	54	185	497	39	571	144	160	107	56
Total		1073	432	634	225	313	126	120	66	215	641	40	747	138	188	136	68
Daily/ every day	(7.0)	188	106	131	27	41	16	19	8	35	123	7	138	11	38	26	16
		17%	25%	21%	12%	13%	12%	16%	12%	16%	19%	17%	19%	8%	20%	19%	24%
			cde	cd									l		l		
A few times a week	(3.0)	210	85	133	27	42	36	18	6	30	144	4	158	15	37	26	12
		20%	20%	21%	12%	13%	28%	15%	9%	14%	22%	9%	21%	11%	20%	19%	18%
			cd	cd		cd	cd				gh		l		l		
Once a week	(1.0)	143	56	87	31	39	17	21	9	31	78	6	106	13	24	26	8
		13%	13%	14%	14%	12%	14%	17%	13%	15%	12%	15%	14%	9%	13%	19%	12%
1-3 times a month	(0.5)	156	61	99	30	41	16	19	11	31	98	5	104	29	23	14	6
		15%	14%	16%	13%	13%	13%	16%	16%	15%	15%	13%	14%	21%	12%	10%	10%
														km			
Less often than this	(0.2)	197	66	106	55	70	21	28	18	50	109	12	128	40	30	22	10
		18%	15%	17%	25%	22%	16%	23%	28%	23%	17%	29%	17%	29%	16%	16%	14%
					ab	a								km			
EVER USED TO MAKE CALLS IN LAST 12 MONTHS		894	375	555	169	233	105	105	51	178	552	34	635	107	152	114	53
		83%	87%	88%	75%	75%	83%	87%	78%	83%	86%	83%	85%	78%	81%	84%	78%
			cd	cd									l				
Never	(0.0)	175	56	78	55	78	19	15	13	36	88	6	111	30	34	22	15
		16%	13%	12%	25%	25%	15%	13%	21%	17%	14%	16%	15%	22%	18%	16%	22%
					ab	abe								k			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 44**

**Q28. SHOWCARD** How often did you use an online calls service like Skype or FaceTime at home in the last 12 months to call other people when you could easily have used your landline instead? (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE						WORKING STATUS		BUSINESS		
		STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME		
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1051	389	600	237	325	126	127	67	226	571	47	676	179	196	127	63
Effective Weighted Sample	865	331	502	199	265	99	105	54	185	497	39	571	144	160	107	56
Total	1073	432	634	225	313	126	120	66	215	641	40	747	138	188	136	68
Not sure	4	1	1	*	1	2	-	1	1	1	*	2	1	1	-	-
	0.4%	0.2%	0.2%	0.4%	0.3%	1.6%	0%	1.5%	0.5%	0.5%	1.9%	0.3%	0.7%	0.5%	0%	0%
Mean number of days per week	2.1	2.5	2.3	1.4	1.6	2.0	1.9	1.4	1.8	2.3	1.8	2.2	1.1	2.3	2.2	2.4
		cd	cd							g		l		l		
Standard deviation	2.51	2.75	2.61	2.24	2.33	2.24	2.45	2.23	2.47	2.56	2.56	2.54	1.95	2.63	2.57	2.79
Standard error	.08	.14	.11	.15	.13	.20	.22	.27	.16	.11	.38	.10	.15	.19	.23	.35
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
LANDLINE	2157	1052	1105	126	328	348	408	341	322	284	676	606	649	573	469	463	237	226
	77%	77%	78%	50%	59%	75%	80%	90%	96%	99%	66%	97%	82%	76%	76%	75%	72%	78%
				c	c	cdj	cdej	cdefj	cdefgj	cdefgj	cd	cdefgj	mnop					
MOBILE PHONE	2320	1136	1185	235	495	427	455	307	245	156	922	401	673	646	514	485	266	219
	83%	83%	83%	93%	89%	91%	90%	81%	73%	54%	90%	64%	85%	85%	83%	78%	81%	75%
				ghik	ghik	ghik	ghik	hik	ik		ghik	i	oq	oq	q			
VOIP	894	460	434	114	226	191	172	96	69	26	417	95	351	253	179	111	69	42
	32%	34%	31%	45%	41%	41%	34%	25%	21%	9%	41%	15%	45%	33%	29%	18%	21%	14%
				fghik	fghik	fghik	ghik	ik	ik		fghik	i	mnopq	opq	opq		q	
LANDLINE AND MOBILE AND VOIP	604	321	283	52	128	137	136	72	57	21	265	78	253	167	118	66	41	25
	22%	24%	20%	21%	23%	29%	27%	19%	17%	7%	26%	13%	32%	22%	19%	11%	13%	9%
		b		ik	hik	cghik	ghik	ik	i		ghik	i	mnopq	opq	opq			
LANDLINE AND MOBILE	1174	548	625	68	180	183	231	202	177	132	363	309	293	323	270	286	150	136
	42%	40%	44%	27%	33%	39%	45%	53%	53%	46%	36%	50%	37%	43%	44%	46%	46%	47%
						c	cdj	cdefj	cdefj	cdj	c	cdej		l	l	l	l	l
LANDLINE AND VOIP	42	23	19	-	9	5	4	11	10	4	13	14	18	14	4	6	2	4
	2%	2%	1%	-%	2%	1%	1%	3%	3%	1%	1%	2%	2%	2%	1%	1%	1%	1%
								cf	cefj			c	n					
MOBILE AND VOIP	234	111	123	59	85	47	27	13	1	1	132	2	76	70	51	37	24	13
	8%	8%	9%	23%	15%	10%	5%	3%	*%	*%	13%	*%	10%	9%	8%	6%	7%	4%
				defghijk	efghik	fghik	hik	hik			fghik		oq	oq	q			
LANDLINE ONLY	338	160	178	5	11	23	38	55	77	127	35	205	85	69	77	105	44	61
	12%	12%	13%	2%	2%	5%	7%	15%	23%	44%	3%	33%	11%	9%	12%	17%	13%	21%
						d	cdj	cdefj	cdefgj	cdefghjk		cdefghj				lmn	m	lmnp
MOBILE ONLY	309	155	154	56	101	60	62	19	10	2	161	12	51	86	75	97	51	46
	11%	11%	11%	22%	18%	13%	12%	5%	3%	1%	16%	2%	7%	11%	12%	16%	16%	16%
				efghijk	efghik	ghik	ghik	ik	i		ghik		l	l	l	lm	l	l

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
VOIP ONLY	15	5	10	3	5	1	5	-	1	-	6	1	4	2	6	2	1	1	
	1%	*%	1%	1%	1%	*%	1%	-%	*%	-%	1%	*%	1%	*%	1%	*%	*%	*%	
				gk			gk												
NONE	69	40	29	10	35	11	5	7	1	1	46	1	7	24	17	20	15	5	
	2%	3%	2%	4%	6%	2%	1%	2%	*%	*%	4%	*%	1%	3%	3%	3%	5%	2%	
				fhik	efghik	hik		hk			fghik			l	l	l	l		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME						COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
LANDLINE	2157	456	1236	151	312	376	319	315	238	175	734	1819	110	181	47	1828	329
	77%	98%	73%	97%	67%	77%	80%	79%	77%	72%	77%	78%	79%	81%	56%	76%	85%
		bd	d	bd								n	n	n			o
MOBILE PHONE	2320	317	1517	84	401	371	338	348	273	215	774	1963	114	172	70	2022	298
	83%	68%	89%	54%	87%	76%	84%	88%	89%	89%	82%	84%	82%	77%	84%	84%	76%
		c	ac		ac		e	ej	ej	ej	e	m				p	
VOIP	894	83	700	12	99	90	99	159	137	130	279	770	41	44	39	766	128
	32%	18%	41%	8%	21%	18%	25%	40%	45%	54%	29%	33%	29%	20%	47%	32%	33%
		c	acd		c		e	efj	efj	efgj	e	m	m		klm		
LANDLINE AND MOBILE AND VOIP	604	69	468	9	57	57	80	112	91	80	183	525	27	30	22	515	88
	22%	15%	28%	6%	12%	12%	20%	28%	29%	33%	19%	22%	19%	14%	26%	22%	23%
		c	acd		c		e	efj	efj	efj	e	m			m		
LANDLINE AND MOBILE	1174	237	649	72	214	215	191	165	117	72	414	981	60	111	21	1013	161
	42%	51%	38%	46%	46%	44%	48%	41%	38%	30%	44%	42%	43%	50%	26%	42%	41%
		b			b	i	hi	i			i	n	n	n			
LANDLINE AND VOIP	42	12	24	2	4	4	6	6	7	7	13	35	2	3	2	27	15
	2%	3%	1%	1%	1%	1%	1%	2%	2%	3%	1%	1%	2%	2%	2%	1%	4%
		d															o
MOBILE AND VOIP	234	2	196	-	37	26	12	39	38	43	75	203	10	6	14	212	21
	8%	*%	12%	-%	8%	5%	3%	10%	12%	18%	8%	9%	8%	3%	17%	9%	6%
			acd		ac			ef	efj	efgj	f	m			klm	p	
LANDLINE ONLY	338	137	94	68	38	100	42	32	23	16	124	278	21	37	2	272	66
	12%	29%	6%	44%	8%	20%	10%	8%	8%	7%	13%	12%	15%	17%	3%	11%	17%
		bd		abd		fg hij					ghi	n	n	n			o
MOBILE ONLY	309	8	204	4	93	73	55	32	27	21	101	255	17	25	13	281	28
	11%	2%	12%	2%	20%	15%	14%	8%	9%	9%	11%	11%	12%	11%	16%	12%	7%
			ac		abc	ghij	g									p	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
VOIP ONLY	15	-	13	1	1	2	1	1	2	-	8	8	1	4	1	11	3
	1%	-%	1%	*%	*%	*%	*%	*%	1%	-%	1%	*%	1%	2% k	2%	*%	1%
NONE	69	1	48	1	20	11	13	10	3	3	29	55	1	7	7	61	8
	2%	*%	3% a	*%	4% ac	2%	3%	2%	1%	1%	3%	2%	*%	3%	9% kl	3%	2%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
LANDLINE	2157	2137	2157	2004	1873	180	1893	1209	782	285	1873	153	2004	1808	196	64	89
	77%	80%	77%	76%	76%	78%	76%	77%	73%	90%	76%	96%	76%	75%	87%	91%	100%
		bcd fgh	h	h				h		jlm		ijlmn			jlm	jlm	ijlmno
MOBILE PHONE	2320	2223	2320	2320	2129	211	2153	1373	981	191	2129	-	2320	2129	191	-	-
	83%	83%	83%	88%	86%	91%	86%	87%	91%	61%	86%	-%	88%	89%	84%	-%	-%
				abdf	ab	abd	ab	ab	abcdfg	kop	ikop		ijkop	ijkop	ikop		
VOIP	894	854	894	887	877	119	881	601	894	17	877	7	887	870	17	7	-
	32%	32%	32%	34%	36%	52%	35%	38%	83%	5%	36%	4%	34%	36%	7%	10%	-%
					ab	abcdfg	ab	abc	abcdefg	p	iknop		iknop	iknop	p	p	
LANDLINE AND MOBILE AND VOIP	604	599	604	604	592	93	595	423	604	11	592	-	604	592	11	-	-
	22%	22%	22%	23%	24%	40%	24%	27%	56%	4%	24%	-%	23%	25%	5%	-%	-%
						abcdfg		abcf	abcdefg	k	iknop		iknop	iknop	k		
LANDLINE AND MOBILE	1174	1162	1174	1174	1020	74	1037	639	113	154	1020	-	1174	1020	154	-	-
	42%	43%	42%	45%	41%	32%	42%	41%	10%	49%	41%	-%	45%	43%	68%	-%	-%
		eh	eh	defgh	eh	h	eh	eh		jkop	kop		jkop	kop	ijklmop		
LANDLINE AND VOIP	42	42	42	36	42	3	42	23	42	-	42	6	36	36	-	6	-
	2%	2%	2%	1%	2%	1%	2%	1%	4%	-%	2%	4%	1%	2%	-%	8%	-%
								abcdfg			i	iln				ijlmnp	
MOBILE AND VOIP	234	201	234	234	229	22	229	147	234	5	229	-	234	229	5	-	-
	8%	7%	8%	9%	9%	10%	9%	9%	22%	1%	9%	-%	9%	10%	2%	-%	-%
					a		a		abcdefg		iknop		iknop	iknop			
LANDLINE ONLY	338	334	338	191	218	10	218	124	24	120	218	147	191	160	31	59	89
	12%	12%	12%	7%	9%	4%	9%	8%	2%	38%	9%	93%	7%	7%	14%	83%	100%
		cdefgh	cdefgh	h	eh		eh	h		jlmn	m	ijlmno			jlm	ijlmn	ijklmno
MOBILE ONLY	309	261	309	309	287	21	291	164	31	22	287	-	309	287	22	-	-
	11%	10%	11%	12%	12%	9%	12%	10%	3%	7%	12%	-%	12%	12%	10%	-%	-%
		h	h	ah	ah	h	ah	h		kop	ikop		ikop	ikop	kop		

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
VOIP ONLY	15	12	15	13	13	1	15	8	15	1	13	1	13	12	1	1	-
	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	2%	-%
									abcdfg								
NONE	69	63	69	64	66	5	68	42	11	3	66	5	64	61	3	5	-
	2%	2%	2%	2%	3%	2%	3%	3%	1%	1%	3%	3%	2%	3%	1%	7%	-%
		h	h	h	h		h	h								ijlmnp	

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
LANDLINE	2157	98	1764	785	449	68	248	414	76	35	929	1221	76	244	932	1176	981
	77%	91%	75%	85%	69%	74%	77%	75%	81%	89%	84%	74%	79%	71%	83%	80%	75%
		b		defgk			d	d	d	dk	defgk	d			mp	mp	
MOBILE PHONE	2320	78	2036	713	574	79	287	475	79	24	871	1438	77	310	962	1272	1048
	83%	73%	87%	77%	88%	86%	89%	86%	85%	60%	78%	87%	80%	90%	86%	87%	80%
		a		i	cij	i	cijl	cij	i		i	cij	i	p	p	p	
VOIP	894	30	846	251	239	41	103	184	47	5	339	555	24	126	378	504	390
	32%	27%	36%	27%	37%	45%	32%	33%	50%	12%	30%	33%	25%	37%	34%	34%	30%
		a		i	cij	cfgijkl	i	ci	cdgijkl		i	ci		p		p	
LANDLINE AND MOBILE AND VOIP	604	22	569	183	147	27	70	133	28	3	238	365	13	75	287	362	242
	22%	21%	24%	20%	23%	29%	22%	24%	30%	7%	21%	22%	14%	22%	26%	25%	18%
					i	il	i	i	cil		i	i			p	p	
LANDLINE AND MOBILE	1174	48	962	403	253	32	149	231	33	17	469	699	49	143	507	650	524
	42%	45%	41%	43%	39%	35%	46%	42%	36%	42%	42%	42%	51%	42%	45%	44%	40%
							d						deh		p	p	
LANDLINE AND VOIP	42	3	39	11	9	1	6	5	5	2	18	24	2	9	18	27	15
	2%	3%	2%	1%	1%	1%	2%	1%	6%	5%	2%	1%	2%	3%	2%	2%	1%
									cdgjk	g							
MOBILE AND VOIP	234	4	225	53	78	11	27	43	13	-	77	157	9	41	72	112	121
	8%	4%	10%	6%	12%	12%	9%	8%	14%	-%	7%	9%	9%	12%	6%	8%	9%
		a			cgij	ci			cij			cj		no			n
LANDLINE ONLY	338	24	193	188	39	8	24	45	8	14	204	133	11	17	120	137	201
	12%	22%	8%	20%	6%	9%	8%	8%	9%	35%	18%	8%	12%	5%	11%	9%	15%
		b		defghk						cdefghijkl	defghk				m	m	mno
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
MOBILE ONLY	309	3	280	74	96	9	42	68	4	4	87	217	5	51	96	148	161
	11%	3%	12%	8%	15%	10%	13%	12%	4%	11%	8%	13%	6%	15%	9%	10%	12%
		a			chjl		chj	chj				chj		no			n
VOIP ONLY	15	-	13	3	5	3	1	3	-	-	6	9	-	2	1	3	12
	1%	-%	1%	*%	1%	3%	*%	*%	-%	-%	1%	1%	-%	*%	*%	*%	1%
						cfgjk											no
NONE	69	2	64	12	24	1	3	23	1	-	13	56	6	7	23	30	39
	2%	2%	3%	1%	4%	1%	1%	4%	1%	-%	1%	3%	6%	2%	2%	2%	3%
					cfj			cfj				cfj	cfj				

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
LANDLINE	2157	696	1632	446	79	972	1831	280	46	1047	1870	261	27	890	1475	303	227
	77%	98%	98%	92%	12%	96%	94%	79%	10%	96%	93%	77%	6%	66%	74%	96%	75%
		cd	cd	d		fgh	gh	h		jkl	kl	l			m	mnp	m
MOBILE PHONE	2320	548	1318	450	552	795	1596	326	398	856	1630	316	374	1352	2003	317	-
	83%	77%	79%	93%	87%	79%	81%	92%	85%	79%	81%	93%	84%	100%	100%	100%	-%
				abd	ab			efh	e			ijl	i	p	p	p	
VOIP	894	200	460	186	248	288	569	141	184	310	582	139	173	588	774	64	49
	32%	28%	28%	39%	39%	29%	29%	40%	39%	29%	29%	41%	39%	43%	39%	20%	16%
				ab	ab			ef	ef			ij	ij	nop	op		
LANDLINE AND MOBILE AND VOIP	604	172	409	168	27	253	489	98	16	273	499	96	8	374	544	60	-
	22%	24%	25%	35%	4%	25%	25%	27%	4%	25%	25%	28%	2%	28%	27%	19%	-%
		d	d	abd		h	h	h		l	l	l		op	op	p	
LANDLINE AND MOBILE	1174	364	880	249	44	511	987	158	29	550	1008	148	18	516	931	243	-
	42%	51%	53%	52%	7%	51%	50%	44%	6%	51%	50%	44%	4%	38%	46%	77%	-%
		d	d	d		h	h	h		kl	kl	l		p	mp	mnp	
LANDLINE AND VOIP	42	23	37	3	2	26	37	5	-	27	39	3	-	-	-	-	36
	2%	3%	2%	1%	*%	3%	2%	2%	-%	2%	2%	1%	-%	-%	-%	-%	12%
		cd	cd			h	h	h		l	l						mno
MOBILE AND VOIP	234	5	14	14	206	9	43	37	154	10	44	40	151	214	230	4	-
	8%	1%	1%	3%	32%	1%	2%	10%	33%	1%	2%	12%	34%	16%	11%	1%	-%
				ab	abc		e	ef	efg		i	ij	ijk	nop	op		
LANDLINE ONLY	338	136	307	26	6	182	318	19	1	197	323	14	1	-	-	-	191
	12%	19%	18%	5%	1%	18%	16%	5%	*%	18%	16%	4%	*%	-%	-%	-%	63%
		cd	cd	d		gh	gh	h		kl	kl	l					mno
MOBILE ONLY	309	6	15	20	274	22	77	34	199	22	79	33	197	248	298	11	-
	11%	1%	1%	4%	43%	2%	4%	9%	42%	2%	4%	10%	44%	18%	15%	3%	-%
				ab	abc		e	ef	efg		i	ij	ijk	nop	op	p	

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
VOIP ONLY	15	-	-	1	14	-	-	1	14	-	-	1	14	-	-	-	13
	1%	-%	-%	*%	2%	-%	-%	*%	3%	-%	-%	*%	3%	-%	-%	-%	4%
				abc				f	efg			j	ijk				mno
NONE	69	2	6	2	61	5	7	5	57	5	9	5	56	-	-	-	64
	2%	*%	*%	*%	10%	*%	*%	1%	12%	*%	*%	1%	13%	-%	-%	-%	21%
				abc				f	efg			ijk					mno

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
LANDLINE	2157	406	798	789	1039	321	478	238	794	870	112	1174	612	372	207	84
	77%	46%	60% a	97% abe	96% abe	83% ab	97% gi	93% i	95% i	62%	97% i	71%	97% km	73%	75%	85%
MOBILE PHONE	2320	800	1211	543	766	343	343	193	609	1277	75	1478	409	433	245	83
	83%	91% cd	92% cd	67%	71%	89% cd	70%	75%	73%	91% fghj	65%	90% lm	65%	85% l	89%	83%
VOIP	894	375	555	169	233	105	105	51	178	552	34	635	107	152	114	53
	32%	43% cde	42% cde	21%	22%	27% cd	21%	20%	21%	39% fghj	29%	39% lm	17%	30% l	41%	53%
LANDLINE AND MOBILE AND VOIP	604	174	330	136	193	80	86	43	148	321	27	426	86	92	76	35
	22%	20%	25% acd	17%	18%	21%	17%	17%	18%	23% fgh	23%	26% lm	14%	18%	27%	35%
LANDLINE AND MOBILE	1174	210	422	385	544	208	245	132	426	492	47	652	305	217	111	33
	42%	24%	32% a	47% ab	50% ab	54% abc	50% i	52% i	51% i	35%	41%	40%	48% k	43%	40%	33%
LANDLINE AND VOIP	42	3	12	23	26	4	13	1	14	13	7	19	16	7	8	7
	2%	*%	1%	3% ab	2% ab	1%	3% gi	*%	2%	1%	6% ghi	1%	3% k	1%	3%	7%
MOBILE AND VOIP	234	185	200	9	15	19	6	7	15	205	-	179	4	51	27	9
	8%	21% bcde	15% cde	1%	1%	5% cd	1%	3%	2%	15% fghj	-%	11% l	1%	10% l	10%	9%
LANDLINE ONLY	338	20	34	245	276	28	134	61	206	44	31	78	205	56	13	8
	12%	2%	3%	30% abde	26% abe	7% ab	27% i	24% i	25% i	3%	27% i	5%	32% km	11% k	5%	9%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 45**

**SERVICES USED TO MAKE CALLS IN THE LAST 12 MONTHS**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
MOBILE ONLY	309	232	259	13	14	35	7	10	20	259	1	222	14	74	31	5
	11%	26%	20%	2%	1%	9%	1%	4%	2%	18%	1%	13%	2%	14%	11%	5%
		bcd	cde			cd		f		fghj		l		l		
VOIP ONLY	15	13	13	-	-	1	-	-	-	13	-	11	1	3	3	1
	1%	2%	1%	-%	-%	*%	-%	-%	-%	1%	-%	1%	*%	1%	1%	1%
		cd	cd							fh						
NONE	69	42	49	5	11	9	1	2	4	51	3	57	1	11	7	-
	2%	5%	4%	1%	1%	2%	*%	1%	*%	4%	3%	3%	*%	2%	3%	-%
		cd	cd			c				fah	fh	l		l		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2256	1084	1172	102	256	352	409	421	410	306	608	716	679	610	443	521	256	265
Effective Weighted Sample	1836	888	947	89	216	293	339	336	343	265	501	605	524	501	379	435	220	215
Total	2157	1052	1105	126	328	348	408	341	322	284	676	606	649	573	469	463	237	226
Price/ cheaper	498 23%	232 22%	266 24%	24 19%	71 22%	86 25%	106 26%	81 24%	73 23%	58 20%	157 23%	131 22%	139 21%	120 21%	120 26%	116 25%	63 26%	53 24%
Convenience/ ease of use	380 18%	201 19%	179 16%	19 15%	52 16%	63 18%	60 15%	55 16%	67 21%	64 22%	115 17%	130 21%	111 17%	106 19%	89 19%	74 16%	36 15%	38 17%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	307 14%	153 14%	155 14%	23 18% hik	64 20% hik	50 14% ik	61 15% ik	52 15% ik	34 11%	23 8%	114 17% hik	57 9%	90 14%	86 15%	62 13%	68 15%	37 15%	31 14%
Habit/ always use it	287 13%	134 13%	153 14%	7 6%	20 6%	17 5%	41 10% ej	40 12% dej	70 22% cdefgj	92 32% cdefghj	37 5%	161 27% cdefgj	78 12%	70 12%	64 14%	75 16%	35 15%	40 18% l
Reliability/ quality of service/ coverage	121 6%	57 5%	63 6%	11 9% ik	21 7%	18 5%	24 6%	23 7%	14 4%	9 3%	40 6%	23 4%	42 6% q	31 5%	30 6%	18 4%	11 5%	6 3%
Line/ call quality/ clear	92 4%	44 4%	48 4%	3 3%	13 4%	17 5%	18 4%	22 7% ik	11 3%	7 2%	30 4%	18 3%	35 5% op	29 5%	15 3%	13 3%	5 2%	8 4%
When the phone is next to me	80 4%	41 4%	39 4%	8 6% ghik	11 3%	24 7% ghik	18 4% k	7 2%	7 2%	5 2%	35 5% ghik	12 2%	27 4%	31 5% noq	12 2%	11 2%	8 3%	3 1%
Numbers are stored in the handset	63 3%	29 3%	34 3%	6 5%	9 3%	11 3%	13 3%	10 3%	6 2%	8 3%	20 3%	14 2%	16 3%	18 3%	17 4%	12 3%	7 3%	6 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2256	1084	1172	102	256	352	409	421	410	306	608	716	679	610	443	521	256	265
Effective Weighted Sample	1836	888	947	89	216	293	339	336	343	265	501	605	524	501	379	435	220	215
Total	2157	1052	1105	126	328	348	408	341	322	284	676	606	649	573	469	463	237	226
When the call is urgent	47 2%	26 2%	22 2%	4 3% ik	12 4% ik	9 3%	12 3% ik	5 1%	4 1%	2 1%	20 3% ik	6 1%	18 3%	12 2%	8 2%	8 2%	3 1%	6 3%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	32 1%	12 1%	20 2%	5 4% hik	7 2% hik	9 2% hik	5 1% k	5 1% k	1 *% hik	- -% hik	16 2% hik	1 *%	7 1%	6 1%	9 2%	11 2%	7 3% lm	3 1%
When someone else is using the other line	30 1%	14 1%	16 1%	- -% hik	6 2% hik	9 3% hik	8 2% hik	6 2% hik	- -% hik	- -% hik	15 2% hik	- -%	11 2%	10 2%	6 1%	3 1%	2 1%	2 1%
To use video/ to see the person I'm calling	16 1%	10 1%	6 1%	3 3% fhik	3 1%	4 1% k	1 *% hk	4 1%	- -%	1 *%	7 1% k	1 *%	5 1%	5 1%	3 1%	3 1%	3 1%	* *%
Someone else pays for this service/ it's free	15 1%	5 *%	10 1%	- -% eghik	8 2% eghik	- -% ek	5 1% ek	1 *% ek	1 *% ek	- -% ek	8 1% k	1 *% k	2 *% k	2 *% k	5 1%	6 1%	6 2% lmq	- -%
When I'm in another part of the house	14 1%	2 *%	12 1% a	1 1% g	8 2% eghik	1 *%	2 1%	- -%	1 *%	1 *%	8 1% g	2 *%	5 1%	4 1%	2 *%	2 *%	- -%	2 1%
To send picture/ photos/ emojis in the message	6 *%	2 *%	4 *%	2 1% fhk	2 1%	2 1%	- -%	1 *%	- -%	- -%	4 1%	- -%	2 *%	2 *%	* *%	2 *%	- -%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2256	1084	1172	102	256	352	409	421	410	306	608	716	679	610	443	521	256	265
Effective Weighted Sample	1836	888	947	89	216	293	339	336	343	265	501	605	524	501	379	435	220	215
Total	2157	1052	1105	126	328	348	408	341	322	284	676	606	649	573	469	463	237	226
Difficult to switch	2	-	2	-	-	-	2	-	-	-	-	-	1	1	-	-	-	-
	*%	-%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%
Tied into a contract	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%
To involve more than one person/ contact a group of people	1	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%
Other	104	51	54	3	16	15	18	21	24	7	32	31	37	24	15	28	12	16
	5%	5%	5%	2%	5%	4%	5%	6%	7%	3%	5%	5%	6%	4%	3%	6%	5%	7%
								i	i									n
PRICE	851	401	450	52	150	144	177	139	109	81	294	189	238	214	196	200	112	88
	39%	38%	41%	41%	46%	41%	43%	41%	34%	28%	43%	31%	37%	37%	42%	43%	47%	39%
				i	hik	hik	hik	ik			hik					l	lm	
CONVENIENCE/ HABIT	761	378	383	36	91	105	122	102	145	161	196	306	221	212	166	162	78	83
	35%	36%	35%	28%	28%	30%	30%	30%	45%	57%	29%	50%	34%	37%	35%	35%	33%	37%
									cdefgj	cdefghj		cdefgj						
QUALITY OF SERVICE	212	101	111	15	34	35	42	45	25	16	70	41	77	60	45	31	16	14
	10%	10%	10%	12%	10%	10%	10%	13%	8%	6%	10%	7%	12%	10%	10%	7%	7%	6%
					i	i	i	hik			ik		opq	o				
TO USE PARTICULAR FEATURES	87	43	44	11	14	18	14	15	6	9	32	14	25	25	20	17	9	8
	4%	4%	4%	9%	4%	5%	4%	4%	2%	3%	5%	2%	4%	4%	4%	4%	4%	3%
				fnik		hk		h			hk							
URGENT	47	26	22	4	12	9	12	5	4	2	20	6	18	12	8	8	3	6
	2%	2%	2%	3%	4%	3%	3%	1%	1%	1%	3%	1%	3%	2%	2%	2%	1%	3%
				ik	ik		ik				ik							
NO CHOICE	33	15	18	-	6	9	12	6	-	-	15	-	13	10	6	3	2	2
	2%	1%	2%	-%	2%	3%	3%	2%	-%	-%	2%	-%	2%	2%	1%	1%	1%	1%
					hik	hik	hik	hik			hik							

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	2256	534	1198	182	339	408	346	324	253	187	738	1892	198	124	42	1882	374
Effective Weighted Sample	1836	450	967	155	282	337	275	257	195	133	642	1572	180	108	37	1547	289
Total	2157	456	1236	151	312	376	319	315	238	175	734	1819	110	181	47	1828	329
Price/ cheaper	498 23%	99 22%	281 23%	32 21%	84 27%	97 26%	62 19%	65 21%	52 22%	44 25%	177 24%	431 24%	20 18%	37 20%	9 20%	423 23%	74 23%
Convenience/ ease of use	380 18%	100 22% bd	206 17%	30 20%	44 14%	66 18%	47 15%	53 17%	38 16%	30 17%	146 20%	303 17%	27 25% k	36 20%	14 30% k	333 18%	47 14%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	307 14%	44 10%	195 16% ac	13 9%	55 18% ac	53 14%	66 21% eij	46 14%	40 17%	16 9%	86 12%	281 15% lm	7 6%	14 8%	5 11%	272 15%	35 11%
Habit/ always use it	287 13%	116 25% bd	96 8%	46 30% bd	29 9%	60 16% fgh	32 10%	25 8%	23 10%	17 10%	131 18% fghi	224 12%	19 18% k	36 20% k	8 17%	241 13%	46 14%
Reliability/ quality of service/ coverage	121 6%	21 5%	82 7% c	3 2%	15 5%	13 3%	23 7% e	19 6%	17 7%	10 6%	38 5%	111 6%	6 6%	3 2%	- -%	64 3%	57 17% o
Line/ call quality/ clear	92 4%	14 3%	65 5%	4 2%	9 3%	12 3%	13 4%	14 5%	14 6%	12 7%	28 4%	73 4%	4 4%	11 6%	3 7%	77 4%	15 4%
When the phone is next to me	80 4%	11 2%	59 5% ac	1 1%	9 3%	5 1%	10 3%	17 5% eh	1 1%	6 4% h	40 5% eh	65 4%	6 5%	6 3%	4 8%	72 4%	8 2%
Numbers are stored in the handset	63 3%	12 3%	39 3%	2 1%	10 3%	11 3%	9 3%	8 3%	8 3%	3 2%	24 3%	49 3%	3 3%	11 6%	- -%	54 3%	9 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2256	534	1198	182	339	408	346	324	253	187	738	1892	198	124	42	1882	374	
Effective Weighted Sample	1836	450	967	155	282	337	275	257	195	133	642	1572	180	108	37	1547	289	
Total	2157	456	1236	151	312	376	319	315	238	175	734	1819	110	181	47	1828	329	
When the call is urgent	47 2%	5 1%	34 3% a	1 1%	7 2%	10 3%	5 2%	9 3%	4 2%	3 2%	16 2%	44 2%	2 2%	1 1%	- -%	43 2%	5 1%	
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	32 1%	1 *%	21 2% a	- -%	11 3% ac	7 2%	3 1%	9 3%	2 1%	- -%	12 2%	28 2%	3 3%	1 1%	- -%	31 2%	1 *%	
When someone else is using the other line	30 1%	- -%	26 2% a	- -%	3 1% a	2 1%	3 1%	5 1%	6 2%	7 4% efj	6 1%	24 1%	2 2%	3 2%	1 2%	25 1%	4 1%	
To use video/ to see the person I'm calling	16 1%	1 *%	12 1%	- -%	3 1%	1 *%	1 *%	2 1%	2 1%	1 1%	8 1%	15 1%	1 1%	- -%	- -%	15 1%	1 *%	
Someone else pays for this service/ it's free	15 1%	1 *%	8 1%	- -%	6 2% a	- -%	2 *%	6 2% e	3 1% e	- -%	4 1%	13 1%	- -%	2 1%	- -%	12 1%	3 1%	
When I'm in another part of the house	14 1%	2 *%	10 1%	- -%	2 1%	3 1%	2 1%	3 1%	3 1%	- -%	3 *%	13 1%	1 1%	- -%	- -%	12 1%	2 1%	
To send picture/ photos/ emojis in the message	6 *%	- -%	5 *%	- -%	2 1%	2 *%	2 1%	- -%	- -%	* *%	2 *%	5 *%	- -%	2 1%	- -%	6 *%	- -%	
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																		

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2256	534	1198	182	339	408	346	324	253	187	738	1892	198	124	42	1882	374
Effective Weighted Sample	1836	450	967	155	282	337	275	257	195	133	642	1572	180	108	37	1547	289
Total	2157	456	1236	151	312	376	319	315	238	175	734	1819	110	181	47	1828	329
Difficult to switch	2 *%	- -%	2 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	2 *%	- -%	- -%	- -%	1 *%	1 *%
Tied into a contract	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1% j	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%
To involve more than one person/ contact a group of people	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%
Other	104 5%	18 4%	58 5%	13 9% ab	15 5% abc	27 7% j	25 8% j	19 6% j	13 5% j	15 9% j	6 1%	80 4%	8 7%	14 8%	2 5%	88 5%	16 5%
PRICE	851 39%	144 32%	504 41% ac	46 30%	155 50% abc	157 42%	132 42%	125 40%	97 41%	60 35%	280 38%	753 41% lm	30 27%	53 29%	15 31%	738 40%	113 34%
CONVENIENCE/ HABIT	761 35%	228 50% bd	371 30%	77 51% bd	84 27%	134 36%	91 28%	98 31%	65 27%	53 30%	320 44% efghi	604 33%	53 48% k	77 43% k	26 55% k	658 36%	103 31%
QUALITY OF SERVICE	212 10%	35 8%	147 12% ac	6 4%	24 8%	24 6%	36 11% e	34 11%	31 13% e	22 12% e	66 9%	184 10%	11 10%	14 8%	3 7%	141 8%	71 22% o
TO USE PARTICULAR FEATURES	87 4%	12 3%	58 5%	2 1%	15 5%	13 4%	13 4%	11 3%	11 4%	4 3%	35 5%	71 4%	4 4%	12 7%	- -%	77 4%	10 3%
URGENT	47 2%	5 1%	34 3% a	1 1%	7 2%	10 3%	5 2%	9 3%	4 2%	3 2%	16 2%	44 2%	2 2%	1 1%	- -%	43 2%	5 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	SEG & AGE				INCOME						COUNTRY				URBANITY		
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2256	534	1198	182	339	408	346	324	253	187	738	1892	198	124	42	1882	374
Effective Weighted Sample	1836	450	967	155	282	337	275	257	195	133	642	1572	180	108	37	1547	289
Total	2157	456	1236	151	312	376	319	315	238	175	734	1819	110	181	47	1828	329
NO CHOICE	33	-	30	-	3	2	4	5	6	8	7	27	2	3	1	28	5
	2%	-%	2%	-%	1%	1%	1%	1%	2%	5%	1%	2%	2%	2%	2%	2%	2%
		a	a		a					efj							

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those who have used the household landline phone to make calls in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2256	2238	2256	2096	2012	175	2029	1252	810	244	2012	160	2096	1933	163	79	81
Effective Weighted Sample	1836	1822	1836	1697	1613	141	1629	1021	655	225	1613	139	1697	1549	150	65	75
Total	2157	2137	2157	2004	1873	180	1893	1209	782	285	1873	153	2004	1808	196	64	89
Price/ cheaper	498 23%	496 23%	498 23%	476 24%	434 23%	44 24%	440 23%	280 23%	181 23%	64 22% ko	434 23% ko	21 14%	476 24% ko	427 24% ko	49 25% ko	7 11%	14 16%
Convenience/ ease of use	380 18%	375 18%	380 18%	348 17%	327 17%	29 16%	328 17%	204 17%	156 20%	53 19%	327 17%	32 21%	348 17%	316 17%	32 16%	11 17%	21 24%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	307 14%	305 14%	307 14%	301 15%	282 15%	21 12%	285 15%	174 14%	116 15%	25 9% p	282 15% ikp	6 4%	301 15% ikp	277 15% ikp	24 12% kp	5 8% p	1 1%
Habit/ always use it	287 13%	287 13% dfgh	287 13% dfgh	231 12% h	188 10%	22 12%	191 10%	121 10%	61 8%	98 35% jlm	188 10%	55 36% jlm	231 12%	173 10%	58 30% jlm	15 24% jlm	40 45% jlmno
Reliability/ quality of service/ coverage	121 6%	121 6%	121 6%	117 6%	114 6%	16 9%	114 6%	74 6%	51 6%	7 2%	114 6% in	3 2%	117 6% in	114 6% in	4 2%	* 1%	3 3%
Line/ call quality/ clear	92 4%	92 4%	92 4%	92 5%	90 5%	9 5%	91 5%	57 5%	38 5%	2 1%	90 5% ikn	- -%	92 5% ikn	90 5% iknp	2 1%	- -%	- -%
When the phone is next to me	80 4%	80 4%	80 4%	74 4%	71 4%	4 2%	71 4%	56 5%	33 4%	9 3%	71 4%	6 4%	74 4%	70 4%	4 2%	1 1%	5 6%
Numbers are stored in the handset	63 3%	63 3%	63 3%	59 3%	51 3%	6 3%	52 3%	39 3%	16 2%	12 4%	51 3%	4 3%	59 3%	48 3%	11 5%	3 4%	2 2%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2256	2238	2256	2096	2012	175	2029	1252	810	244	2012	160	2096	1933	163	79	81
Effective Weighted Sample	1836	1822	1836	1697	1613	141	1629	1021	655	225	1613	139	1697	1549	150	65	75
Total	2157	2137	2157	2004	1873	180	1893	1209	782	285	1873	153	2004	1808	196	64	89
When the call is urgent	47 2%	47 2%	47 2%	46 2%	41 2%	10 6%	45 2%	27 2%	19 2%	7 2%	41 2%	2 1%	46 2%	39 2%	7 3%	2 2%	- -%
						abdcdfgh											
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	32 1%	31 1%	32 1%	29 1%	26 1%	3 2%	28 1%	21 2%	14 2%	6 2%	26 1%	3 2%	29 1%	25 1%	4 2%	1 1%	2 2%
When someone else is using the other line	30 1%	30 1%	30 1%	30 1%	30 2%	1 *%	30 2%	22 2%	11 1%	- -%	30 2%	- -%	30 1%	30 2%	- -%	- -%	- -%
To use video/ to see the person I'm calling	16 1%	16 1%	16 1%	15 1%	16 1%	- -%	16 1%	13 1%	11 1%	- -%	16 1%	1 *%	15 1%	15 1%	- -%	1 1%	- -%
Someone else pays for this service/ it's free	15 1%	15 1%	15 1%	15 1%	15 1%	2 1%	15 1%	8 1%	7 1%	- -%	15 1%	- -%	15 1%	15 1%	- -%	- -%	- -%
When I'm in another part of the house	14 1%	14 1%	14 1%	14 1%	14 1%	1 1%	14 1%	5 *%	7 1%	- -%	14 1%	- -%	14 1%	14 1%	- -%	- -%	- -%
To send picture/ photos/ emojis in the message	6 *%	5 *%	6 *%	6 *%	4 *%	1 1%	4 *%	4 *%	2 *%	2 1%	4 *%	* *%	6 *%	4 *%	2 1%	* 1%	- -%
Difficult to switch	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	2 *%	1 *%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2256	2238	2256	2096	2012	175	2029	1252	810	244	2012	160	2096	1933	163	79	81
Effective Weighted Sample	1836	1822	1836	1697	1613	141	1629	1021	655	225	1613	139	1697	1549	150	65	75
Total	2157	2137	2157	2004	1873	180	1893	1209	782	285	1873	153	2004	1808	196	64	89
Tied into a contract	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
To involve more than one person/ contact a group of people	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Other	104 5%	97 5%	104 5%	92 5%	104 6%	8 5%	104 6%	72 6%	35 4%	- -%	104 6% inp	12 8% inp	92 5% in	92 5% inp	- -% ijklmnp	12 19% ijklmnp	- -% ijklmnp
PRICE	851 39%	846 40%	851 39%	821 41%	757 40%	70 39%	767 41%	483 40%	318 41%	94 33% kop	757 40% ikop	30 20% ikop	821 41% ikop	744 41% ikop	77 39% kop	13 20%	17 20%
CONVENIENCE/ HABIT	761 35%	756 35% df	761 35% df	667 33%	600 32%	56 31%	604 32%	387 32%	257 33%	161 56% jlmo	600 32% jlmo	94 61% jlmno	667 33% ikno	573 32% iknop	94 48% jlm	27 42%	66 75% ijklmno
QUALITY OF SERVICE	212 10%	212 10%	212 10%	209 10%	204 11%	25 14%	205 11%	131 11%	89 11%	9 3% iknop	204 11% iknop	3 2% ikno	209 10% ikno	203 11% iknop	6 3%	* 1%	3 3%
TO USE PARTICULAR FEATURES	87 4%	85 4%	87 4%	82 4%	73 4%	7 4%	74 4%	56 5%	31 4%	14 5%	73 4%	5 4%	82 4%	69 4%	13 6%	4 6%	2 2%
URGENT	47 2%	47 2%	47 2%	46 2%	41 2%	10 6% abcdfgh	45 2%	27 2%	19 2%	7 2%	41 2%	2 1%	46 2%	39 2%	7 3%	2 2%	- -%
NO CHOICE	33 2%	33 2%	33 2%	33 2%	33 2%	1 *%	33 2%	25 2%	13 2%	- -%	33 2% i	- -%	33 2%	33 2% i	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

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Base : Those who have used the household landline phone to make calls in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2256	259	1743	891	430	71	259	394	83	40	1045	1205	82	220	1015	1235	1021
Effective Weighted Sample	1836	207	1471	682	368	60	216	341	69	32	811	1020	63	183	833	1012	824
Total	2157	98	1764	785	449	68	248	414	76	35	929	1221	76	244	932	1176	981
Price/ cheaper	498	27	405	178	110	18	56	92	23	5	220	278	15	55	227	282	216
	23%	27%	23%	23%	25%	27%	23%	22%	31%	13%	24%	23%	20%	22%	24%	24%	22%
Convenience/ ease of use	380	10	313	148	76	12	41	64	14	9	175	202	12	35	150	185	195
	18%	11%	18%	19%	17%	18%	17%	16%	19%	26%	19%	17%	15%	14%	16%	16%	20%
			a														no
To use 'free'/ pre-paid/ bundled/ time-specific minutes	307	15	266	84	69	14	40	72	13	4	111	196	10	41	150	190	117
	14%	15%	15%	11%	15%	20%	16%	17%	17%	13%	12%	16%	14%	17%	16%	16%	12%
					c	c	c	cj				cj			p	p	
Habit/ always use it	287	5	182	153	39	4	24	44	4	10	162	124	8	19	112	131	156
	13%	5%	10%	20%	9%	6%	10%	11%	6%	29%	17%	10%	10%	8%	12%	11%	16%
			a	defghk						defghkl	defghk						mno
Reliability/ quality of service/ coverage	121	7	107	57	24	3	18	9	5	-	65	56	5	18	51	69	52
	6%	7%	6%	7%	5%	4%	7%	2%	7%	-%	7%	5%	6%	7%	5%	6%	5%
				gk	g		g		g		gk						
Line/ call quality/ clear	92	5	84	27	17	3	14	20	3	3	33	59	5	23	36	60	32
	4%	6%	5%	3%	4%	5%	6%	5%	4%	9%	4%	5%	6%	9%	4%	5%	3%
														nop			
When the phone is next to me	80	1	68	23	23	1	4	21	2	*	26	53	4	6	37	43	37
	4%	1%	4%	3%	5%	1%	2%	5%	2%	1%	3%	4%	6%	2%	4%	4%	4%
					fj			f									

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

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**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2256	259	1743	891	430	71	259	394	83	40	1045	1205	82	220	1015	1235	1021
Effective Weighted Sample	1836	207	1471	682	368	60	216	341	69	32	811	1020	63	183	833	1012	824
Total	2157	98	1764	785	449	68	248	414	76	35	929	1221	76	244	932	1176	981
Numbers are stored in the handset	63	2	49	24	11	3	8	12	2	-	29	34	2	6	26	32	31
	3%	2%	3%	3%	3%	4%	3%	3%	3%	-%	3%	3%	3%	3%	3%	3%	3%
When the call is urgent	47	-	41	10	17	2	6	9	1	1	12	35	2	6	25	31	17
	2%	-%	2%	1%	4%	2%	2%	2%	1%	4%	1%	3%	3%	2%	3%	3%	2%
			a		cj							cj					
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	32	1	25	7	10	1	3	7	-	1	9	23	3	2	18	20	12
	1%	1%	1%	1%	2%	2%	1%	2%	-%	2%	1%	2%	3%	1%	2%	2%	1%
When someone else is using the other line	30	1	29	8	8	-	5	6	*	-	8	21	3	3	15	18	11
	1%	1%	2%	1%	2%	-%	2%	1%	-%	-%	1%	2%	4%	1%	2%	2%	1%
To use video/ to see the person I'm calling	16	*	16	3	5	*	1	6	1	-	4	12	-	3	9	12	4
	1%	-%	1%	-%	1%	1%	1%	1%	1%	-%	-%	1%	-%	1%	1%	1%	-%
Someone else pays for this service/ it's free	15	*	14	6	-	-	4	3	1	-	7	7	-	2	2	4	11
	1%	-%	1%	1%	-%	-%	2%	1%	2%	-%	1%	1%	-%	1%	-%	-%	1%
							d		d								no
When I'm in another part of the house	14	-	14	7	4	-	2	2	-	-	7	7	-	-	2	2	12
	1%	-%	1%	1%	1%	-%	1%	-%	-%	-%	1%	1%	-%	-%	-%	-%	1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

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**Table 46**

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Base : Those who have used the household landline phone to make calls in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2256	259	1743	891	430	71	259	394	83	40	1045	1205	82	220	1015	1235	1021
Effective Weighted Sample	1836	207	1471	682	368	60	216	341	69	32	811	1020	63	183	833	1012	824
Total	2157	98	1764	785	449	68	248	414	76	35	929	1221	76	244	932	1176	981
To send picture/ photos/ emojis in the message	6 *%	* *%	3 *%	* *%	3 1% cj	- -%	- -%	2 *%	- -%	- -%	* *%	5 *%	- -%	1 1%	5 1%	6 1%	* *%
Difficult to switch	2 *%	- -%	2 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	2 *%	- -%	- -%	1 *%	1 *%	1 *%
Tied into a contract	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%
To involve more than one person/ contact a group of people	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%
Other	104 5%	13 14% b	91 5%	32 4%	22 5%	4 7%	11 4%	28 7%	3 4%	1 2%	39 4%	65 5%	3 3%	18 7%	38 4%	55 5%	49 5%
PRICE	851 39%	43 44%	711 40%	276 35%	189 42% c	33 49% c	103 42%	174 42% c	38 50% cij	10 28%	347 37%	504 41% c	28 37%	99 41%	397 43% p	496 42% p	356 36%
CONVENIENCE/ HABIT	761 35%	17 17%	577 33% a	332 42% defghk	142 32%	18 26%	70 28%	131 32%	20 27%	20 56% defghkl	370 40% defghk	386 32%	24 31%	60 24%	301 32% m	361 31%	400 41% mno
QUALITY OF SERVICE	212 10%	13 13%	191 11%	84 11%	41 9%	6 9%	32 13% g	29 7%	8 11%	3 9%	98 11%	115 9%	9 12%	41 17% nop	87 9%	128 11%	84 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those who have used the household landline phone to make calls in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2256	259	1743	891	430	71	259	394	83	40	1045	1205	82	220	1015	1235	1021
Effective Weighted Sample	1836	207	1471	682	368	60	216	341	69	32	811	1020	63	183	833	1012	824
Total	2157	98	1764	785	449	68	248	414	76	35	929	1221	76	244	932	1176	981
TO USE PARTICULAR FEATURES	87	3	68	28	21	3	10	20	3	-	34	52	2	10	41	52	35
	4%	3%	4%	4%	5%	4%	4%	5%	4%	-%	4%	4%	3%	4%	4%	4%	4%
URGENT	47	-	41	10	17	2	6	9	1	1	12	35	2	6	25	31	17
	2%	-%	2% a	1%	4% cj	2%	2%	2%	1%	4%	1%	3% cj	3%	2%	3%	3%	2%
NO CHOICE	33	1	32	9	8	-	6	7	*	-	10	23	3	3	16	19	14
	2%	1%	2%	1%	2%	-%	3%	2%	***	-%	1%	2%	4%	1%	2%	2%	1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 46**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	o	p
Unweighted total	2256	745	1731	459	66	1044	1944	275	37	1124	1985	250	21	857	1498	341	257
Effective Weighted Sample	1836	607	1415	369	55	864	1579	229	31	924	1614	207	17	735	1233	260	205
Total	2157	696	1632	446	79	972	1831	280	46	1047	1870	261	27	890	1475	303	227
Price/ cheaper	498	158	368	111	19	233	418	68	11	249	425	68	5	234	369	69	38
	23%	23%	23%	25%	24%	24%	23%	24%	24%	24%	23%	26%	17%	26% p	25% p	23%	17%
Convenience/ ease of use	380	135	290	75	15	173	323	49	8	189	330	44	6	164	250	52	46
	18%	19%	18%	17%	19%	18%	18%	18%	18%	18%	18%	17%	22%	18%	17%	17%	20%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	307	78	230	62	15	114	259	41	8	123	271	31	6	147	246	30	25
	14%	11%	14%	14%	19%	12%	14%	15%	17%	12%	14%	12%	22%	16% op	17% op	10%	11%
Habit/ always use it	287	138	265	19	3	172	271	16	-	184	277	10	-	59	118	53	60
	13%	20% bcd	16% cd	4%	4%	18% gh	15% gh	6%	-%	18% k	15% k	4%	-%	7%	8%	17% mn	27% mno
Reliability/ quality of service/ coverage	121	46	91	27	3	61	103	15	3	63	104	14	2	54	77	23	17
	6%	7%	6%	6%	4%	6%	6%	5%	6%	6%	6%	5%	7%	6%	5%	8%	7%
Line/ call quality/ clear	92	39	81	9	2	43	81	10	1	52	82	10	-	41	69	14	8
	4%	6% c	5% c	2%	2%	4%	4%	3%	2%	5%	4%	4%	-%	5%	5%	5%	4%
When the phone is next to me	80	17	50	25	5	30	57	21	2	30	58	20	1	49	68	6	-
	4%	2%	3%	6% ab	6%	3%	3%	7% ef	5%	3%	3%	8% ij	5%	6% op	5% op	2%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



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	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	o	p
Unweighted total	2256	745	1731	459	66	1044	1944	275	37	1124	1985	250	21	857	1498	341	257
Effective Weighted Sample	1836	607	1415	369	55	864	1579	229	31	924	1614	207	17	735	1233	260	205
Total	2157	696	1632	446	79	972	1831	280	46	1047	1870	261	27	890	1475	303	227
Numbers are stored in the handset	63 3%	14 2%	49 3%	15 3%	- -%	31 3%	57 3%	6 2%	- -%	33 3%	57 3%	6 2%	- -%	27 3%	50 3%	9 3%	- -%
When the call is urgent	47 2%	7 1%	23 1%	19 4% ab	5 7% ab	14 1%	27 1%	16 6% ef	4 9% ef	15 1%	29 2%	16 6% ij	3 12%	30 3%	40 3%	3 1%	3 1%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	32 1%	4 1%	26 2%	5 1%	1 1%	9 1%	28 2%	2 1%	2 4%	9 1%	28 2%	3 1%	1 3%	17 2%	27 2%	2 1%	1 *%
When someone else is using the other line	30 1%	4 1%	15 1%	14 3% ab	- -%	7 1%	24 1%	6 2% e	- -%	7 1%	24 1%	6 2% i	- -%	14 2%	23 2%	5 2%	2 1%
To use video/ to see the person I'm calling	16 1%	5 1%	12 1%	4 1%	- -%	9 1%	15 1%	1 *%	- -%	9 1%	15 1%	1 *%	- -%	9 1%	15 1%	- -%	1 *%
Someone else pays for this service/ it's free	15 1%	6 1%	8 *%	6 1%	1 2%	7 1%	12 1%	3 1%	- -%	7 1%	12 1%	3 1%	- -%	6 1%	14 1%	* *%	1 *%
When I'm in another part of the house	14 1%	3 *%	9 1%	5 1%	- -%	3 *%	9 *%	5 2% ef	- -%	3 *%	9 *%	5 2% ij	- -%	9 1%	13 1%	1 *%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	o	p
Unweighted total	2256	745	1731	459	66	1044	1944	275	37	1124	1985	250	21	857	1498	341	257
Effective Weighted Sample	1836	607	1415	369	55	864	1579	229	31	924	1614	207	17	735	1233	260	205
Total	2157	696	1632	446	79	972	1831	280	46	1047	1870	261	27	890	1475	303	227
To send picture/ photos/ emojis in the message	6 *%	2 *%	5 *%	* *%	1 2% c	4 *%	5 *%	- -%	1 3% fg	4 *%	5 *%	- -%	1 5%	1 *%	6 *%	- -%	- -%
Difficult to switch	2 *%	1 *%	1 *%	1 *%	- -%	2 *%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%
Tied into a contract	1 *%	- -%	- -%	1 *% b	- -%	- -%	- -%	1 *% ef	- -%	- -%	- -%	1 1% ij	- -%	1 *%	1 *%	- -%	- -%
To involve more than one person/ contact a group of people	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%
Other	104 5%	27 4%	80 5%	19 4%	5 7%	34 3%	91 5%	9 3%	5 11% eg	42 4%	91 5%	11 4%	2 6%	17 2%	59 4% m	15 5% m	18 8% mn
PRICE	851 39%	246 35%	631 39%	184 41%	36 46%	363 37%	717 39%	114 41%	21 45%	388 37%	735 39%	105 40%	11 42%	403 45% op	656 44% op	101 33%	64 28%
CONVENIENCE/ HABIT	761 35%	293 42% c	614 38% c	124 28%	23 29%	378 39%	660 36%	90 32%	11 23%	406 39% k	674 36%	79 30%	7 27%	281 32%	449 30%	112 37% n	106 47% mno
QUALITY OF SERVICE	212 10%	85 12% c	172 11%	36 8%	5 6%	104 11%	184 10%	24 9%	4 8%	115 11%	186 10%	24 9%	2 7%	95 11%	146 10%	38 12%	25 11%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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Base : Those who have used the household landline phone to make calls in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	*l	m	n	o	p
Unweighted total	2256	745	1731	459	66	1044	1944	275	37	1124	1985	250	21	857	1498	341	257
Effective Weighted Sample	1836	607	1415	369	55	864	1579	229	31	924	1614	207	17	735	1233	260	205
Total	2157	696	1632	446	79	972	1831	280	46	1047	1870	261	27	890	1475	303	227
TO USE PARTICULAR FEATURES	87	22	67	19	1	45	79	7	1	46	79	7	1	38	72	9	1
	4%	3%	4%	4%	2%	5%	4%	3%	3%	4%	4%	3%	5%	4%	5%	3%	*%
URGENT	47	7	23	19	5	14	27	16	4	15	29	16	3	30	40	3	3
	2%	1%	1%	4%	7%	1%	1%	6%	9%	1%	2%	6%	12%	3%	3%	1%	1%
				ab	ab			ef	ef			ij		p	p	p	
NO CHOICE	33	5	16	17	-	9	26	7	-	9	26	7	-	18	26	5	2
	2%	1%	1%	4%	-%	1%	1%	3%	-%	1%	1%	3%	-%	2%	2%	2%	1%
				ab				e				i					

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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Base : Those who have used the household landline phone to make calls in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
							TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES									
							TO RECEIVE CALLS		NEED LANDLINE TO GET BROADBAND							
	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	MAKE CALLS	TO RECEIVE CALLS				MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2256	403	831	844	1100	325	507	245	837	848	119	1110	753	392	207	83
Effective Weighted Sample	1836	333	671	713	912	255	429	204	698	720	91	911	634	319	168	71
Total	2157	406	798	789	1039	321	478	238	794	870	112	1174	612	372	207	84
Price/ cheaper	498	107	179	183	242	76	101	52	165	209	26	275	128	95	54	23
	23%	26%	22%	23%	23%	24%	21%	22%	21%	24%	23%	23%	21%	26%	26%	27%
Convenience/ ease of use	380	66	136	150	189	56	115	39	165	143	16	190	125	65	30	19
	18%	16%	17%	19%	18%	17%	gi		i	16%	15%	16%	20% k	18%	15%	23%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	307	59	128	80	130	49	51	31	96	154	7	182	65	60	30	11
	14%	14% c	16% cd	10%	13%	15% c	11%	13%	12%	18% fhj	6%	16% l	11%	16% l	15%	13%
Habit/ always use it	287	26	49	189	211	27	122	46	179	61	10	97	156	34	18	10
	13%	6%	6%	24% abe	20% abe	8%	26% ij	19% ij	23% ij	7%	9%	8%	25% km	9%	9%	12%
Reliability/ quality of service/ coverage	121	24	50	47	60	11	16	10	30	50	29	72	28	20	16	3
	6%	6%	6%	6%	6%	3%	3%	4%	4%	6%	26% fghi	6%	5%	5%	8%	4%
Line/ call quality/ clear	92	11	30	30	46	16	17	7	28	39	4	57	22	13	11	7
	4%	3%	4%	4%	4%	5%	4%	3%	3%	4%	3%	5%	4%	3%	5%	8%
When the phone is next to me	80	21	43	13	24	13	6	6	15	54	3	56	12	12	6	5
	4%	5% cd	5% cd	2%	2%	4% c	1%	2%	2%	6% fgh	3%	5% l	2%	3%	3%	6%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those who have used the household landline phone to make calls in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2256	403	831	844	1100	325	507	245	837	848	119	1110	753	392	207	83
Effective Weighted Sample	1836	333	671	713	912	255	429	204	698	720	91	911	634	319	168	71
Total	2157	406	798	789	1039	321	478	238	794	870	112	1174	612	372	207	84
Numbers are stored in the handset	63	15	32	18	25	6	12	9	27	24	3	38	15	9	5	-
	3%	4%	4%	2%	2%	2%	3%	4%	3%	3%	3%	3%	3%	3%	3%	-%
When the call is urgent	47	12	19	13	19	10	4	5	12	31	-	32	6	9	1	4
	2%	3%	2%	2%	2%	3%	1%	2%	2%	4%	-%	3%	1%	3%	1%	5%
										fh		l				n
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	32	8	15	6	10	7	5	6	13	17	1	22	1	10	4	-
	1%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	3%	2%	-%
						c						l		l		
When someone else is using the other line	30	8	20	1	3	7	1	1	3	17	1	21	3	6	2	-
	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	-%
		cd	cd			cd				fh		l				
To use video/ to see the person I'm calling	16	7	12	4	5	-	2	4	6	8	1	14	1	*	2	-
	1%	2%	1%	1%	1%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-%
		de	d									l				
Someone else pays for this service/ it's free	15	7	8	5	5	2	2	-	2	7	1	10	2	3	3	-
	1%	2%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	2%	-%
		d														

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

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	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2256	403	831	844	1100	325	507	245	837	848	119	1110	753	392	207	83
Effective Weighted Sample	1836	333	671	713	912	255	429	204	698	720	91	911	634	319	168	71
Total	2157	406	798	789	1039	321	478	238	794	870	112	1174	612	372	207	84
When I'm in another part of the house	14 1%	3 1%	7 1%	5 1%	5 *%	2 1%	1 *%	- -%	2 *%	9 1%	1 1%	9 1%	1 *%	4 1%	2 1%	1 1%
To send picture/ photos/ emojis in the message	6 *%	- -%	4 *%	2 *%	2 *%	* *%	1 *%	2 1%	3 *%	3 *%	* *%	5 *%	- -%	2 *%	- -%	- -%
Difficult to switch	2 *%	1 *%	2 *%	- -%	- -%	- -%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	1 1%	- -%
Tied into a contract	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%
To involve more than one person/ contact a group of people	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%
Other	104 5%	23 6%	37 5%	33 4%	48 5%	19 6%	16 3%	9 4%	29 4%	21 2%	5 4%	60 5%	29 5%	16 4%	16 8%	1 2%
PRICE	851 39%	181 44% cd	330 41% c	274 35%	387 37%	135 42% c	159 33%	89 38%	276 35%	388 45% fhj	35 31%	488 42% l	195 32%	168 45% l	91 44%	34 41%
CONVENIENCE/ HABIT	761 35%	117 29%	235 29%	357 45% abe	428 41% abe	98 31%	244 51% gij	90 38% i	362 46% ij	266 31%	30 27%	352 30%	294 48% km	115 31%	56 27%	35 41% n
QUALITY OF SERVICE	212 10%	35 9%	80 10%	77 10%	106 10%	27 8%	33 7%	17 7%	58 7%	89 10% h	32 29% fghi	129 11%	50 8%	33 9%	27 13%	10 12%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

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Base : Those who have used the household landline phone to make calls in the last 12 months

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE							MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR	NEED	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK			OR FOR EMERGENCIES	LANDLINE TO GET BROADBAND				NOT WORKING			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2256	403	831	844	1100	325	507	245	837	848	119	1110	753	392	207	83
Effective Weighted Sample	1836	333	671	713	912	255	429	204	698	720	91	911	634	319	168	71
Total	2157	406	798	789	1039	321	478	238	794	870	112	1174	612	372	207	84
TO USE PARTICULAR FEATURES	87	21	49	24	32	6	15	14	36	37	5	59	17	11	7	-
	4%	5%	6%	3%	3%	2%	3%	6%	5%	4%	4%	5%	3%	3%	4%	-%
		e	cde									l				
URGENT	47	12	19	13	19	10	4	5	12	31	-	32	6	9	1	4
	2%	3%	2%	2%	2%	3%	1%	2%	2%	4%	-%	3%	1%	3%	1%	5%
										fh		l				n
NO CHOICE	33	9	23	1	3	7	1	2	4	18	1	24	3	7	3	-
	2%	2%	3%	0%	0%	2%	0%	1%	0%	2%	1%	2%	0%	2%	2%	-%
		cd	cd			cd				fh		l		l		
Columns Tested:	a, b, c, d, e - f, g, h, i, j - k, l, m - n, o															

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 47**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	<b>WHY USED LANDLINE TO MAKE CALLS RATHER THAN</b>				
	Total	MOBILE a	VOIP *b	MOBILE OR VOIP c	NO OTHER SERVICE d
Significance Level: 95%					
Unweighted total	2256	899	29	438	890
Effective Weighted Sample	1836	806	26	397	609
Total	2157	909	29	481	739
Price/ cheaper	498 23%	249 27% d	4 14%	114 24% d	130 18%
Convenience/ ease of use	380 18%	159 18%	9 33%	108 22% ad	103 14%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	307 14%	139 15%	2 7%	69 14%	97 13%
Habit/ always use it	287 13%	115 13% c	4 15%	42 9%	125 17% ac
Reliability/ quality of service/ coverage	121 6%	51 6%	1 2%	35 7%	34 5%
Line/ call quality/ clear	92 4%	35 4%	4 14%	22 5%	31 4%
When the phone is next to me	80 4%	46 5% d	- -%	25 5% d	9 1%
Numbers are stored in the handset	63 3%	41 5% d	- -%	12 2%	10 1%

Columns Tested: a,b,c,d



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 47**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	WHY USED LANDLINE TO MAKE CALLS RATHER THAN				
		MOBILE	VOIP	MOBILE OR VOIP	NO OTHER SERVICE
	Total	a	*b	c	d
Significance Level: 95%					
Unweighted total	2256	899	29	438	890
Effective Weighted Sample	1836	806	26	397	609
Total	2157	909	29	481	739
When the call is urgent	47 2%	28 3% d	2 8%	13 3% d	4 1%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	32 1%	15 2%	- -%	11 2%	7 1%
When someone else is using the other line	30 1%	8 1%	- -%	4 1%	17 2% a
To use video/ to see the person I'm calling	16 1%	4 *%	1 5%	9 2% ad	1 *%
Someone else pays for this service/ it's free	15 1%	5 1%	1 2%	5 1%	4 *%
When I'm in another part of the house	14 1%	6 1%	- -%	7 1% d	2 *%
To send picture/ photos/ emojis in the message	6 *%	5 1%	- -%	1 *%	1 *%

Columns Tested: a,b,c,d

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 47**

**Q29. The last time you used your landline, what was the main reason you chose to use your landline to call other people from home (rather than your mobile/ online calls service like Skype/ FaceTime)? (SINGLE CODE)**

Base : Those who have used the household landline phone to make calls in the last 12 months

	WHY USED LANDLINE TO MAKE CALLS RATHER THAN				
		MOBILE	VOIP	MOBILE OR VOIP	NO OTHER SERVICE
Significance Level: 95%	Total	a	*b	c	d
Unweighted total	2256	899	29	438	890
Effective Weighted Sample	1836	806	26	397	609
Total	2157	909	29	481	739
Difficult to switch	2 *%	1 *%	- -%	1 *%	- -%
Tied into a contract	1 *%	- -%	- -%	1 *%	- -%
To involve more than one person/ contact a group of people	1 *%	- -%	- -%	1 *%	- -%
Other	104 5%	- -%	- -%	* *%	104 14% ac
PRICE	851 39%	408 45% d	7 23%	199 41% d	238 32%
CONVENIENCE/ HABIT	761 35%	326 36%	14 48%	182 38%	239 32%
QUALITY OF SERVICE	212 10%	86 10%	5 16%	57 12%	65 9%
TO USE PARTICULAR FEATURES	87 4%	50 6% d	1 5%	23 5% d	12 2%
URGENT	47 2%	28 3% d	2 8%	13 3% d	4 1%
NO CHOICE	33 2%	10 1%	- -%	7 1%	17 2%

Columns Tested: a,b,c,d

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2298	1109	1189	184	380	425	452	372	317	168	805	485	674	646	451	525	274	251
Effective Weighted Sample	1890	919	971	166	327	362	378	296	267	142	679	406	529	535	389	444	238	206
Total	2320	1136	1185	235	495	427	455	307	245	156	922	401	673	646	514	485	266	219
Convenience/ ease of use	596 26%	283 25%	313 26%	74 32% dj	105 21%	105 25%	115 25%	74 24%	76 31% dj	47 30% d	210 23%	123 31% dgj	170 25%	172 27%	133 26%	121 25%	72 27%	49 22%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	453 20%	216 19%	237 20%	31 13%	108 22% cik	89 21% cik	117 26% cghik	52 17% i	42 17% i	13 8%	198 21% cik	55 14%	131 19%	147 23% oq	95 18%	81 17%	47 18%	34 16%
Price/ cheaper	336 14%	149 13%	187 16%	33 14%	71 14%	57 13%	72 16%	52 17% i	36 15%	15 9%	128 14%	51 13%	83 12%	87 13%	66 13%	99 20% lmn	58 22% lmn	41 19% ln
Numbers are stored in the handset	236 10%	125 11%	111 9%	22 10%	51 10%	55 13% f	33 7%	38 12% f	22 9%	14 9%	106 11% f	37 9%	67 10%	69 11%	56 11%	44 9%	24 9%	20 9%
Habit/ always use it	232 10%	132 12% b	100 8%	36 15% fghik	68 14% fghik	41 10% k	41 9%	23 8%	14 6%	8 5%	109 12% ghik	22 5%	72 11%	59 9%	55 11%	45 9%	28 10%	17 8%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	51 2%	25 2%	26 2%	10 4% eghk	19 4% ek	5 1%	8 2%	4 1%	3 1%	2 1%	24 3%	5 1%	10 2%	11 2%	9 2%	20 4% lm	10 4%	10 5% lmn
When the phone is next to me	42 2%	23 2%	19 2%	1 *%	10 2%	9 2%	5 1%	4 1%	6 2%	7 4% cf	19 2%	12 3%	13 2%	10 1%	13 2%	7 1%	3 1%	3 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2298	1109	1189	184	380	425	452	372	317	168	805	485	674	646	451	525	274	251
Effective Weighted Sample	1890	919	971	166	327	362	378	296	267	142	679	406	529	535	389	444	238	206
Total	2320	1136	1185	235	495	427	455	307	245	156	922	401	673	646	514	485	266	219
When someone else is using the other line	41 2%	29 3% b	12 1%	2 1%	4 1%	3 1%	7 2%	12 4% dej	7 3% j	7 4% dej	8 1%	13 3% dej	10 2%	11 2%	13 2%	8 2%	3 1%	5 2%
When I'm in another part of the house	32 1%	12 1%	21 2%	3 1%	4 1%	5 1%	5 1%	7 2%	2 1%	5 3% dj	9 1%	7 2%	6 1%	9 1%	9 2%	9 2%	3 1%	6 3%
To send picture/ photos/ emojis in the message	27 1%	10 1%	18 1%	3 1%	5 1%	6 2%	4 1%	3 1%	2 1%	4 2%	11 1%	6 1%	10 2%	8 1%	7 1%	3 1%	- -%	3 1%
Reliability/ quality of service/ coverage	27 1%	15 1%	12 1%	2 1%	5 1%	11 3% fg	2 1%	1 *% m	2 1%	3 2%	16 2%	5 1%	13 2% m	2 *%	7 1%	5 1%	3 1%	2 1%
Someone else pays for this service/ it's free	19 1%	11 1%	8 1%	2 1%	4 1%	3 1%	6 1%	1 *% o	3 1%	2 1%	7 1%	4 1%	5 1%	5 1%	8 2% o	1 *% o	1 *% o	* *% o
When the call is urgent	17 1%	9 1%	8 1%	2 1%	* *% lmn	4 1%	1 *% lmn	2 1%	5 2% dfj	3 2% dfj	4 *% dfj	8 2% dfj	4 1%	4 1%	2 *% lmn	7 2% lmn	6 2% lmn	1 1% lmn
To use video/ to see the person I'm calling	11 *% q	4 *% q	6 1% q	1 *% q	4 1% q	2 *% q	2 *% q	3 1% q	- -% q	- -% q	6 1% q	- -% q	3 *% q	5 1% q	2 *% q	1 *% q	- -% q	1 *% q
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2298	1109	1189	184	380	425	452	372	317	168	805	485	674	646	451	525	274	251
Effective Weighted Sample	1890	919	971	166	327	362	378	296	267	142	679	406	529	535	389	444	238	206
Total	2320	1136	1185	235	495	427	455	307	245	156	922	401	673	646	514	485	266	219
Line/ call quality/ clear	10 *%	4 *%	6 1%	* *%	- -%	6 1% df	- -%	1 *%	* *%	3 2% df	6 1%	3 1%	3 *%	1 *%	5 1%	1 *%	1 *%	- -%
To involve more than one person/ contact a group of people	3 *%	3 *%	- -%	- -%	- -%	- -%	- -%	- -%	3 1% fj	1 1%	- -%	3 1% j	1 *%	- -%	2 *%	- -%	- -%	- -%
Tied into a contract	3 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	3 *%	- -%	- -%	- -%	- -%	- -%
Other	135 6%	57 5%	77 7%	10 4%	23 5%	21 5%	23 5%	26 8% j	15 6%	17 11% cdefj	44 5%	32 8% j	54 8% np	35 5% p	18 4%	27 6% p	6 2%	21 10% mnp
CONVENIENCE/ HABIT	902 39%	449 40%	453 38%	115 49% defgj	187 38%	160 38%	167 37%	108 35%	98 40%	66 43%	347 38%	165 41%	260 39%	250 39%	210 41%	182 37%	106 40%	75 34%
PRICE	860 37%	402 35%	458 39%	76 32% i	202 41% ik	154 36% ik	203 45% ceghik	109 36% i	84 34% i	31 20%	356 39% ik	115 29% i	229 34%	250 39%	178 35%	201 42% ln	115 43% ln	86 39%
TO USE PARTICULAR FEATURES	278 12%	142 13%	135 11%	26 11%	60 12%	63 15% f	38 8%	44 14% f	27 11%	19 12%	123 13% f	46 11%	81 12%	81 13%	67 13%	48 10%	24 9%	23 11%
NO CHOICE	44 2%	30 3% b	14 1%	2 1%	4 1%	4 1%	8 2%	12 4% dej	7 3% j	7 4% dej	9 1%	13 3% dej	13 2%	11 2%	13 2%	8 2%	3 1%	5 2%
QUALITY OF SERVICE	37 2%	19 2%	18 1%	2 1%	5 1%	17 4% dfgh	2 1%	2 1%	2 1%	6 4% dfgh	22 2% f	8 2%	16 2% m	3 *%	11 2% m	6 1%	4 2%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2298	1109	1189	184	380	425	452	372	317	168	805	485	674	646	451	525	274	251
Effective Weighted Sample	1890	919	971	166	327	362	378	296	267	142	679	406	529	535	389	444	238	206
Total	2320	1136	1185	235	495	427	455	307	245	156	922	401	673	646	514	485	266	219
URGENT	17	9	8	2	*	4	1	2	5	3	4	8	4	4	2	7	6	1
	1%	1%	1%	1%	*%	1%	*%	1%	2%	2%	*%	2%	1%	1%	*%	2%	2%	1%
									dfj	dfj		dfj					lmn	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

		SEG & AGE				INCOME						COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2298	378	1393	107	418	389	341	336	270	219	743	1920	203	115	60	1974	324
Effective Weighted Sample	1890	316	1151	90	356	323	274	268	214	166	649	1612	185	100	54	1636	255
Total	2320	317	1517	84	401	371	338	348	273	215	774	1963	114	172	70	2022	298
Convenience/ ease of use	596 26%	98 31% bd	377 25%	25 29%	96 24%	96 26%	84 25%	70 20%	63 23%	67 31% g	216 28% g	523 27%	26 23%	31 18%	15 22%	530 26%	66 22%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	453 20%	44 14%	328 22% a	11 14%	70 17%	76 20%	62 18%	81 23% j	56 21%	48 22%	131 17%	404 21% l	9 8%	26 15%	13 19% l	391 19%	62 21%
Price/ cheaper	336 14%	41 13%	195 13%	10 12%	89 22% abc	57 15%	47 14%	42 12%	37 14%	27 13%	126 16%	292 15% l	9 8%	28 16% l	7 10%	281 14%	55 19% o
Numbers are stored in the handset	236 10%	29 9%	163 11%	8 10%	36 9%	34 9%	38 11%	38 11%	30 11%	14 6%	82 11%	172 9%	28 24% km	19 11%	17 25% km	206 10%	30 10%
Habit/ always use it	232 10%	18 6%	169 11% a	4 5%	41 10% a	30 8%	32 10%	33 9%	28 10%	17 8%	92 12%	192 10%	13 11%	18 10%	9 13%	215 11% p	17 6%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	51 2%	2 1%	28 2%	2 3%	18 4% ab	14 4%	6 2%	7 2%	6 2%	3 1%	16 2%	40 2%	3 3%	4 3%	3 4%	47 2%	4 1%
When the phone is next to me	42 2%	9 3%	26 2%	3 4% d	3 1%	4 1%	4 1%	12 4% e	5 2%	4 2%	12 2%	36 2%	4 3%	* **%	2 3%	37 2%	4 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2298	378	1393	107	418	389	341	336	270	219	743	1920	203	115	60	1974	324	
Effective Weighted Sample	1890	316	1151	90	356	323	274	268	214	166	649	1612	185	100	54	1636	255	
Total	2320	317	1517	84	401	371	338	348	273	215	774	1963	114	172	70	2022	298	
When someone else is using the other line	41 2%	12 4% b	21 1%	1 1%	7 2%	5 1%	4 1%	9 3%	5 2%	2 1%	17 2%	34 2%	1 1%	5 3%	1 1%	33 2%	9 3%	
When I'm in another part of the house	32 1%	6 2%	18 1%	2 2%	7 2%	10 3% h	6 2%	6 2%	* *%	2 1%	9 1%	27 1%	1 1%	4 2%	- -%	27 1%	6 2%	
To send picture/ photos/ emojis in the message	27 1%	5 1%	20 1%	1 1%	2 *%	3 1%	5 2%	6 2%	5 2%	2 1%	8 1%	21 1%	1 1%	6 3%	- -%	23 1%	5 2%	
Reliability/ quality of service/ coverage	27 1%	5 2%	16 1%	- -%	5 1%	5 1%	2 1%	1 *%	4 1%	1 1%	13 2%	25 1%	- -%	2 1%	- -%	22 1%	5 2%	
Someone else pays for this service/ it's free	19 1%	3 1%	15 1%	1 1%	* *%	2 1%	3 1%	3 1%	3 1%	3 1%	5 1%	15 1%	1 1%	4 2%	- -%	17 1%	2 1%	
When the call is urgent	17 1%	6 2% b	4 *%	2 2% b	5 1% b	3 1%	3 1%	1 *%	- -%	- -%	11 1%	16 1%	- -%	1 1%	- -%	16 1%	2 1%	
To use video/ to see the person I'm calling	11 *%	- -%	10 1%	- -%	1 *%	1 *%	2 *%	4 1%	1 *%	* *%	3 *%	9 *%	2 2%	- -%	- -%	9 *%	1 *%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2298	378	1393	107	418	389	341	336	270	219	743	1920	203	115	60	1974	324
Effective Weighted Sample	1890	316	1151	90	356	323	274	268	214	166	649	1612	185	100	54	1636	255
Total	2320	317	1517	84	401	371	338	348	273	215	774	1963	114	172	70	2022	298
Line/ call quality/ clear	10 *%	2 1%	7 *%	1 1%	- -%	* *%	- -%	1 *%	3 1%	1 1%	5 1%	7 *%	* *%	2 1%	1 2%	8 *%	2 1%
To involve more than one person/ contact a group of people	3 *%	3 1%	- -%	- -%	- -%	- -%	2 1%	* *%	- -%	- -%	1 *%	3 *%	* *%	- -%	- -%	3 *%	- -%
Tied into a contract	3 *%	- -%	3 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	1 *%	3 *%	- -%	- -%	- -%	3 *%	- -%
Other	135 6%	23 7%	85 6%	9 11%	17 4%	25 7%	34 10%	22 6%	16 6%	17 8%	21 3%	104 5%	10 9%	19 11%	1 2%	114 6%	21 7%
CONVENIENCE/ HABIT	902 39%	131 41%	590 39%	34 40%	148 37%	140 38%	126 37%	121 35%	96 35%	90 42%	329 42%	778 40%	44 38%	54 31%	26 37%	809 40%	93 31%
PRICE	860 37%	91 29%	567 37%	24 29%	177 44%	149 40%	117 35%	132 38%	103 38%	81 38%	278 36%	752 38%	23 20%	62 36%	23 33%	736 36%	124 42%
TO USE PARTICULAR FEATURES	278 12%	37 12%	193 13%	9 11%	38 10%	37 10%	47 14%	48 14%	35 13%	16 7%	93 12%	205 10%	31 27%	24 14%	17 25%	242 12%	36 12%
NO CHOICE	44 2%	12 4%	24 2%	1 1%	7 2%	5 1%	4 1%	9 3%	5 2%	3 2%	18 2%	37 2%	1 1%	5 3%	1 1%	35 2%	9 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	SEG & AGE				INCOME						COUNTRY				URBANITY		
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2298	378	1393	107	418	389	341	336	270	219	743	1920	203	115	60	1974	324
Effective Weighted Sample	1890	316	1151	90	356	323	274	268	214	166	649	1612	185	100	54	1636	255
Total	2320	317	1517	84	401	371	338	348	273	215	774	1963	114	172	70	2022	298
QUALITY OF SERVICE	37	7	23	1	5	5	2	2	6	3	19	32	*	4	1	30	7
	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	*%	2%	2%	1%	2%
URGENT	17	6	4	2	5	3	3	1	-	-	11	16	-	1	-	16	2
	1%	2%	*%	2%	1%	1%	1%	*%	-%	-%	1%	1%	-%	1%	-%	1%	1%
		b		b	b												

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	2298	2220	2298	2298	2144	202	2164	1355	953	154	2144	-	2298	2144	154	-	-
Effective Weighted Sample	1890	1825	1890	1890	1749	167	1768	1123	785	143	1749	-	1890	1749	143	-	-
Total	2320	2223	2320	2320	2129	211	2153	1373	981	191	2129	-	2320	2129	191	-	-
Convenience/ ease of use	596 26%	557 25%	596 26%	596 26%	548 26%	57 27%	555 26%	363 26%	245 25%	48 25%	548 26%	- -%	596 26%	548 26%	48 25%	- -%	- -%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	453 20%	442 20%	453 20%	453 20%	431 20%	36 17%	435 20%	268 20%	224 23%	23 12%	431 20% in	- -%	453 20% in	431 20% in	23 12%	- -%	- -%
Price/ cheaper	336 14%	320 14%	336 14%	336 14%	309 15%	33 15%	314 15%	192 14%	118 12%	27 14%	309 15%	- -%	336 14%	309 15%	27 14%	- -%	- -%
Numbers are stored in the handset	236 10%	234 11%	236 10%	236 10%	208 10%	14 7%	209 10%	143 10%	99 10%	28 15%	208 10%	- -%	236 10%	208 10%	28 15%	- -%	- -%
Habit/ always use it	232 10%	222 10%	232 10%	232 10%	205 10%	21 10%	209 10%	126 9%	118 12% g	27 14%	205 10%	- -%	232 10%	205 10%	27 14%	- -%	- -%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	51 2%	49 2%	51 2%	51 2%	43 2%	6 3%	43 2%	29 2%	28 3%	7 4%	43 2%	- -%	51 2%	43 2%	7 4%	- -%	- -%
When the phone is next to me	42 2%	42 2%	42 2%	42 2%	37 2%	6 3%	37 2%	26 2%	20 2%	4 2%	37 2%	- -%	42 2%	37 2%	4 2%	- -%	- -%
When someone else is using the other line	41 2%	41 2%	41 2%	41 2%	37 2%	7 3%	40 2%	26 2%	13 1%	5 2%	37 2%	- -%	41 2%	37 2%	5 2%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	2298	2220	2298	2298	2144	202	2164	1355	953	154	2144	-	2298	2144	154	-	-
Effective Weighted Sample	1890	1825	1890	1890	1749	167	1768	1123	785	143	1749	-	1890	1749	143	-	-
Total	2320	2223	2320	2320	2129	211	2153	1373	981	191	2129	-	2320	2129	191	-	-
When I'm in another part of the house	32 1%	32 1%	32 1%	32 1%	29 1%	2 1%	29 1%	15 1%	12 1%	3 2%	29 1%	- -%	32 1%	29 1%	3 2%	- -%	- -%
To send picture/ photos/ emojis in the message	27 1%	27 1%	27 1%	27 1%	26 1%	- -%	26 1%	18 1%	13 1%	2 1%	26 1%	- -%	27 1%	26 1%	2 1%	- -%	- -%
Reliability/ quality of service/ coverage	27 1%	27 1%	27 1%	27 1%	25 1%	1 1%	25 1%	17 1%	9 1%	2 1%	25 1%	- -%	27 1%	25 1%	2 1%	- -%	- -%
Someone else pays for this service/ it's free	19 1%	19 1%	19 1%	19 1%	16 1%	4 2%	16 1%	13 1%	9 1%	4 2%	16 1%	- -%	19 1%	16 1%	4 2%	- -%	- -%
When the call is urgent	17 1%	17 1%	17 1%	17 1%	13 1%	1 *%	13 1%	7 1%	3 *%	5 2%	13 1%	- -%	17 1%	13 1%	5 2%	- -%	- -%
										ilm					ilm		
To use video/ to see the person I'm calling	11 *%	11 *%	11 *%	11 *%	9 *%	2 1%	9 *%	10 1%	8 1%	2 1%	9 *%	- -%	11 *%	9 *%	2 1%	- -%	- -%
Line/ call quality/ clear	10 *%	10 *%	10 *%	10 *%	8 *%	2 1%	8 *%	5 *%	3 *%	3 1%	8 *%	- -%	10 *%	8 *%	3 1%	- -%	- -%
To involve more than one person/ contact a group of people	3 *%	3 *%	3 *%	3 *%	3 *%	1 1%	3 *%	1 *%	- -%	- -%	3 *%	- -%	3 *%	3 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	2298	2220	2298	2298	2144	202	2164	1355	953	154	2144	-	2298	2144	154	-	-
Effective Weighted Sample	1890	1825	1890	1890	1749	167	1768	1123	785	143	1749	-	1890	1749	143	-	-
Total	2320	2223	2320	2320	2129	211	2153	1373	981	191	2129	-	2320	2129	191	-	-
Tied into a contract	3	3	3	3	3	-	3	3	3	-	3	-	3	3	-	-	-
	%	%	%	%	%	-%	%	%	%	-%	%	-%	%	%	-%	-%	-%
Other	135	121	135	135	132	15	132	81	47	2	132	-	135	132	2	-	-
	6%	5%	6%	6%	6%	7%	6%	6%	5%	1%	6%	in	6%	6%	1%	-%	-%
CONVENIENCE/ HABIT	902	853	902	902	819	86	831	531	394	83	819	-	902	819	83	-	-
	39%	38%	39%	39%	38%	41%	39%	39%	40%	43%	38%	-%	39%	38%	43%	-%	-%
PRICE	860	831	860	860	799	78	808	501	379	61	799	-	860	799	61	-	-
	37%	37%	37%	37%	38%	37%	38%	37%	39%	32%	38%	-%	37%	38%	32%	-%	-%
TO USE PARTICULAR FEATURES	278	276	278	278	246	17	247	172	120	31	246	-	278	246	31	-	-
	12%	12%	12%	12%	12%	8%	11%	13%	12%	16%	12%	-%	12%	12%	16%	-%	-%
NO CHOICE	44	44	44	44	39	7	42	28	15	5	39	-	44	39	5	-	-
	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	-%	2%	2%	2%	-%	-%
QUALITY OF SERVICE	37	37	37	37	32	4	32	22	13	5	32	-	37	32	5	-	-
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	-%	2%	2%	2%	-%	-%
URGENT	17	17	17	17	13	1	13	7	3	5	13	-	17	13	5	-	-
	1%	1%	1%	1%	1%	%	1%	1%	%	2%	1%	-%	1%	1%	2%	-%	-%

jlm

jlm

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2298	218	1914	790	520	77	277	438	80	29	947	1342	76	264	1007	1271	1027
Effective Weighted Sample	1890	177	1633	600	452	67	235	377	67	23	735	1148	60	226	830	1050	841
Total	2320	78	2036	713	574	79	287	475	79	24	871	1438	77	310	962	1272	1048
Convenience/ ease of use	596	13	531	200	138	22	63	127	16	5	238	355	19	90	229	319	277
	26%	16%	26% a	28%	24%	28%	22%	27%	21%	23%	27%	25%	25%	29%	24%	25%	26%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	453	12	417	119	140	13	52	87	30	3	162	290	8	60	200	260	193
	20%	16%	20%	17%	24% cgjl	17%	18%	18%	38% cdefgijkl	12%	19%	20%	11%	19%	21%	20%	18%
Price/ cheaper	336	10	292	93	87	6	52	69	9	3	108	223	12	54	115	169	167
	14%	13%	14%	13%	15%	8%	18% ej	15%	11%	12%	12%	15%	16%	18% n	12%	13%	16% n
Numbers are stored in the handset	236	5	203	72	65	9	28	42	5	6	86	150	10	23	121	144	92
	10%	6%	10%	10%	11%	12%	10%	9%	6%	27%	10%	10%	13%	7%	13% mp	11%	9%
Habit/ always use it	232	3	200	64	60	8	29	58	8	2	80	152	5	32	99	131	101
	10%	4%	10% a	9%	10%	10%	10%	12%	10%	9%	9%	11%	6%	10%	10%	10%	10%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	51	1	43	12	14	6	5	9	3	1	21	30	1	7	24	32	19
	2%	1%	2%	2%	2%	7% cdfgjk	2%	2%	4%	4%	2%	2%	2%	2%	3%	2%	2%
When the phone is next to me	42	1	36	17	6	2	6	8	*	-	20	22	2	3	20	24	18
	2%	2%	2%	2%	1%	3%	2%	2%	%	-%	2%	2%	2%	1%	2%	2%	2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2298	218	1914	790	520	77	277	438	80	29	947	1342	76	264	1007	1271	1027
Effective Weighted Sample	1890	177	1633	600	452	67	235	377	67	23	735	1148	60	226	830	1050	841
Total	2320	78	2036	713	574	79	287	475	79	24	871	1438	77	310	962	1272	1048
When someone else is using the other line	41 2%	4 5% b	33 2%	18 3%	7 1%	1 1%	9 3% g	4 1%	2 3%	- -%	21 2%	20 1%	* 1%	3 1%	19 2%	23 2%	19 2%
When I'm in another part of the house	32 1%	1 1%	28 1%	14 2%	4 1%	1 1%	5 2%	8 2%	- -%	- -%	14 2%	18 1%	* 1%	8 3% n	9 1%	18 1%	15 1%
To send picture/ photos/ emojis in the message	27 1%	* *%	24 1%	9 1%	7 1%	1 1%	1 *%	9 2%	- -%	- -%	9 1%	17 1%	- -%	2 1%	14 2%	17 1%	11 1%
Reliability/ quality of service/ coverage	27 1%	1 1%	24 1%	15 2% dk	* *%	1 2% d	2 1%	3 1%	1 1%	- -%	17 2% dk	10 1%	4 6% dfgk	4 1%	11 1%	14 1%	12 1%
Someone else pays for this service/ it's free	19 1%	1 2%	14 1%	7 1%	5 1%	- -%	1 *%	5 1%	- -%	- -%	7 1%	12 1%	1 2%	2 *%	7 1%	9 1%	11 1%
When the call is urgent	17 1%	- -%	13 1%	4 1%	5 1%	1 1%	4 2%	2 *%	- -%	- -%	5 1%	13 1%	1 2%	1 *%	8 1%	9 1%	8 1%
To use video/ to see the person I'm calling	11 *%	* *%	9 *%	* *%	3 *%	3 4% cdfgjk	1 *%	4 1% c	- -%	- -%	3 *%	7 1%	- -%	- -%	9 1% p	9 1% p	1 *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB						LANDLINE PROVIDER						SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	2298	218	1914	790	520	77	277	438	80	29	947	1342	76	264	1007	1271	1027
Effective Weighted Sample	1890	177	1633	600	452	67	235	377	67	23	735	1148	60	226	830	1050	841
Total	2320	78	2036	713	574	79	287	475	79	24	871	1438	77	310	962	1272	1048
Line/ call quality/ clear	10 *%	* *%	7 *%	6 1%	1 *%	1 2% fk	- -%	1 *%	- -%	1 4%	7 1%	3 *%	- -%	- -%	7 1%	7 1%	4 *%
To involve more than one person/ contact a group of people	3 *%	* *%	3 *%	3 *%	- -%	- -%	1 *%	- -%	- -%	- -%	3 *%	1 *%	- -%	- -%	2 *%	2 *%	1 *%
Tied into a contract	3 *%	- -%	3 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	1 *%
Other	135 6%	14 18% b	118 6%	45 6% e	22 4%	* *%	24 8% de	32 7% e	4 5%	2 9%	49 6%	85 6% e	6 8% e	15 5%	46 5%	60 5%	74 7% no
CONVENIENCE/ HABIT	902 39%	18 23%	796 39% a	295 41%	208 36%	33 41%	103 36%	201 42%	24 30%	7 32%	352 40%	547 38%	26 34%	133 43%	357 37%	491 39%	412 39%
PRICE	860 37%	25 32%	766 38%	232 33%	245 43% cgj	25 32%	110 38%	170 36%	42 53% cefgijkl	7 28%	299 34%	554 39% c	23 30%	123 40%	346 36%	470 37%	390 37%
TO USE PARTICULAR FEATURES	278 12%	6 7%	239 12%	84 12%	74 13%	13 17%	30 10%	55 12%	5 6%	6 27%	102 12%	175 12%	10 13%	25 8%	147 15% mp	172 14% mp	106 10%
NO CHOICE	44 2%	4 5% b	35 2%	19 3% g	8 1%	1 1%	9 3% g	4 1%	2 3%	- -%	23 3% g	21 1%	* 1%	3 1%	20 2%	24 2%	20 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



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Base : Those who have used a mobile phone to make calls from home in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB						LANDLINE PROVIDER					SWITCHING LANDLINE					
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	2298	218	1914	790	520	77	277	438	80	29	947	1342	76	264	1007	1271	1027
Effective Weighted Sample	1890	177	1633	600	452	67	235	377	67	23	735	1148	60	226	830	1050	841
Total	2320	78	2036	713	574	79	287	475	79	24	871	1438	77	310	962	1272	1048
QUALITY OF SERVICE	37	2	31	20	2	3	2	4	1	1	24	13	4	4	17	21	16
	2%	2%	2%	3%	*%	3%	1%	1%	1%	4%	3%	1%	6%	1%	2%	2%	2%
				dgk		dk					dgk		dfgk				
URGENT	17	-	13	4	5	1	4	2	-	-	5	13	1	1	8	9	8
	1%	-%	1%	1%	1%	1%	2%	*%	-%	-%	1%	1%	2%	*%	1%	1%	1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Unweighted total	2298	579	1377	458	463	847	1670	306	322	909	1706	292	300	1235	1944	354	-
Effective Weighted Sample	1890	465	1121	372	404	694	1361	253	285	739	1392	241	267	1070	1620	271	-
Total	2320	548	1318	450	552	795	1596	326	398	856	1630	316	374	1352	2003	317	-
Convenience/ ease of use	596	164	344	109	143	220	407	76	113	238	414	75	107	366	513	83	-
	26%	30%	26%	24%	26%	28%	26%	23%	28%	28%	25%	24%	29%	27%	26%	26%	-%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	453	54	201	124	128	111	284	89	81	115	297	85	71	276	418	35	-
	20%	10%	15%	28%	23%	14%	18%	27%	20%	13%	18%	27%	19%	20%	21%	11%	-%
		a	ab	ab			e	ef	e		i	ijl	i	o	o		
Price/ cheaper	336	68	165	76	95	108	219	56	61	118	222	56	58	237	305	31	-
	14%	12%	12%	17%	17%	14%	14%	17%	15%	14%	14%	18%	16%	18%	15%	10%	-%
				b	ab									o	o		
Numbers are stored in the handset	236	67	159	32	45	95	176	30	30	101	178	28	30	141	212	24	-
	10%	12%	12%	7%	8%	12%	11%	9%	8%	12%	11%	9%	8%	10%	11%	8%	-%
		c	cd			h											
Habit/ always use it	232	42	111	36	85	66	135	23	74	69	137	24	71	169	217	15	-
	10%	8%	8%	8%	15%	8%	8%	7%	18%	8%	8%	8%	19%	13%	11%	5%	-%
					abc				efg				ijk	o	o		
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	51	11	27	12	12	17	37	7	6	17	39	7	5	33	48	3	-
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	-%
When the phone is next to me	42	10	31	4	6	21	36	1	5	22	36	1	5	20	35	7	-
	2%	2%	2%	1%	1%	3%	2%	*%	1%	3%	2%	*%	1%	1%	2%	2%	-%
						g	g			k	k						

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Unweighted total	2298	579	1377	458	463	847	1670	306	322	909	1706	292	300	1235	1944	354	-
Effective Weighted Sample	1890	465	1121	372	404	694	1361	253	285	739	1392	241	267	1070	1620	271	-
Total	2320	548	1318	450	552	795	1596	326	398	856	1630	316	374	1352	2003	317	-
When someone else is using the other line	41	23	37	4	-	25	38	3	-	28	38	3	-	5	18	24	-
	2%	4%	3%	1%	-%	3%	2%	1%	-%	3%	2%	1%	-%	*%	1%	7%	-%
		cd	cd			h	h			l	l					mn	
When I'm in another part of the house	32	11	24	8	-	16	30	2	-	16	30	2	-	9	22	10	-
	1%	2%	2%	2%	-%	2%	2%	1%	-%	2%	2%	1%	-%	1%	1%	3%	-%
		d	d	d		h	h			l	l					mn	
To send picture/ photos/ emojis in the message	27	9	23	2	2	15	24	2	1	15	25	1	1	17	22	6	-
	1%	2%	2%	1%	*%	2%	2%	1%	*%	2%	2%	*%	*%	1%	1%	2%	-%
						h											
Reliability/ quality of service/ coverage	27	11	17	7	3	9	16	9	1	11	18	7	1	12	18	8	-
	1%	2%	1%	1%	*%	1%	1%	3%	*%	1%	1%	2%	*%	1%	1%	3%	-%
								fh								mn	
Someone else pays for this service/ it's free	19	8	13	3	3	11	13	5	2	11	13	5	2	12	18	2	-
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	*%	-%
When the call is urgent	17	12	15	1	1	11	15	2	-	12	15	2	-	5	9	8	-
	1%	2%	1%	*%	*%	1%	1%	1%	-%	1%	1%	1%	-%	*%	*%	2%	-%
		cd														mn	

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Unweighted total	2298	579	1377	458	463	847	1670	306	322	909	1706	292	300	1235	1944	354	-
Effective Weighted Sample	1890	465	1121	372	404	694	1361	253	285	739	1392	241	267	1070	1620	271	-
Total	2320	548	1318	450	552	795	1596	326	398	856	1630	316	374	1352	2003	317	-
To use video/ to see the person I'm calling	11	3	5	2	3	5	9	2	1	6	9	2	1	6	8	2	-
	*%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	*%	*%	1%	-%
Line/ call quality/ clear	10	1	5	4	1	2	6	3	1	2	7	3	1	6	8	2	-
	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	1%	-%
To involve more than one person/ contact a group of people	3	1	3	-	-	3	3	-	-	3	3	-	-	2	3	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%
Tied into a contract	3	-	-	3	-	-	-	3	-	-	-	3	-	3	3	-	-
	*%	-%	-%	1%	-%	-%	-%	1%	-%	-%	-%	1%	-%	*%	*%	-%	-%
				b				ef				ij					
Other	135	41	99	15	21	45	106	7	22	55	108	7	19	29	98	37	-
	6%	8%	8%	3%	4%	6%	7%	2%	6%	6%	7%	2%	5%	2%	5%	12%	-%
		cd	cd			g	g		g	k	k				m	mn	
CONVENIENCE/ HABIT	902	227	511	157	234	322	608	103	192	345	616	102	183	564	787	115	-
	39%	41%	39%	35%	42%	41%	38%	31%	48%	40%	38%	32%	49%	42%	39%	36%	-%
				c		g	g		efg	k			ijk				
PRICE	860	140	406	216	238	246	553	157	149	260	571	153	136	557	789	71	-
	37%	26%	31%	48%	43%	31%	35%	48%	37%	30%	35%	48%	36%	41%	39%	22%	-%
			a	ab	ab			efh	e		i	ijl		o	o		
TO USE PARTICULAR FEATURES	278	81	190	37	51	119	212	34	32	126	215	31	32	166	245	32	-
	12%	15%	14%	8%	9%	15%	13%	10%	8%	15%	13%	10%	9%	12%	12%	10%	-%
		cd	cd			h	h			kl	l						

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Unweighted total	2298	579	1377	458	463	847	1670	306	322	909	1706	292	300	1235	1944	354	-
Effective Weighted Sample	1890	465	1121	372	404	694	1361	253	285	739	1392	241	267	1070	1620	271	-
Total	2320	548	1318	450	552	795	1596	326	398	856	1630	316	374	1352	2003	317	-
NO CHOICE	44	23	37	7	-	25	38	6	-	28	38	6	-	8	20	24	-
	2%	4%	3%	2%	-%	3%	2%	2%	-%	3%	2%	2%	-%	1%	1%	7%	-%
		cd	d	d		h	h	h		l	l	l				mn	
QUALITY OF SERVICE	37	12	22	11	4	11	23	11	3	13	24	10	3	18	27	10	-
	2%	2%	2%	2%	1%	1%	1%	4%	1%	2%	1%	3%	1%	1%	1%	3%	-%
								efh				l				mn	
URGENT	17	12	15	1	1	11	15	2	-	12	15	2	-	5	9	8	-
	1%	2%	1%	*%	*%	1%	1%	1%	-%	1%	1%	1%	-%	*%	*%	2%	-%
		cd														mn	

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			TOTAL AGREE	DISAGREE												
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2298	729	1170	569	795	333	364	196	636	1174	79	1334	515	448	235	81
Effective Weighted Sample	1890	617	967	480	657	269	303	163	525	1006	63	1117	430	373	190	70
Total	2320	800	1211	543	766	343	343	193	609	1277	75	1478	409	433	245	83
Convenience/ ease of use	596	212	310	166	214	73	117	38	170	322	15	370	123	103	62	21
	26%	27%	26%	31%	28%	21%	34%	20%	28%	25%	21%	25%	30%	24%	25%	26%
				be	e		gij		g				km			
To use 'free'/ pre-paid/ bundled/ time-specific minutes	453	192	284	64	115	54	35	32	76	325	5	316	59	78	47	26
	20%	24%	23%	12%	15%	16%	10%	16%	12%	25%	7%	21%	15%	18%	19%	32%
		cde	cde					f		fghj		l				n
Price/ cheaper	336	141	185	66	98	53	45	42	99	186	11	208	54	74	42	11
	14%	18%	15%	12%	13%	16%	13%	22%	16%	15%	15%	14%	13%	17%	17%	14%
		cd						fi								
Numbers are stored in the handset	236	62	111	63	86	40	33	20	61	131	9	158	39	39	10	4
	10%	8%	9%	12%	11%	12%	10%	10%	10%	10%	12%	11%	10%	9%	4%	5%
				a	a											
Habit/ always use it	232	102	149	36	53	29	29	19	55	136	9	162	23	46	26	11
	10%	13%	12%	7%	7%	9%	8%	10%	9%	11%	12%	11%	6%	11%	11%	13%
		cd	cd									l		l		
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	51	18	30	12	16	4	7	4	13	31	3	29	5	17	7	2
	2%	2%	3%	2%	2%	1%	2%	2%	2%	2%	4%	2%	1%	4%	3%	2%
														kl		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK			TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	TO GET BROADBAND	THAN MOBILE			OTHER NOT WORKING			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2298	729	1170	569	795	333	364	196	636	1174	79	1334	515	448	235	81
Effective Weighted Sample	1890	617	967	480	657	269	303	163	525	1006	63	1117	430	373	190	70
Total	2320	800	1211	543	766	343	343	193	609	1277	75	1478	409	433	245	83
When the phone is next to me	42	9	15	17	21	6	4	6	11	24	3	25	11	6	9	2
	2%	1%	1%	3%	3%	2%	1%	3%	2%	2%	3%	2%	3%	1%	4%	3%
				ab	ab											
When someone else is using the other line	41	2	7	21	25	9	15	*	18	10	3	18	17	7	2	-
	2%	*%	1%	4%	3%	3%	4%	*%	3%	1%	4%	1%	4%	2%	1%	-%
				ab	ab	ab	gi		gi		gi		km			
When I'm in another part of the house	32	2	9	13	19	4	7	4	12	10	2	18	9	6	5	1
	1%	*%	1%	2%	3%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%
				ab	ab											
To send picture/ photos/ emojis in the message	27	3	8	11	14	5	8	1	9	14	-	19	7	2	3	-
	1%	*%	1%	2%	2%	2%	2%	1%	1%	1%	-%	1%	2%	*%	1%	-%
				ab	ab											
Reliability/ quality of service/ coverage	27	5	9	8	12	5	7	1	10	9	4	19	4	3	6	-
	1%	1%	1%	1%	2%	1%	2%	*%	2%	1%	5%	1%	1%	1%	2%	-%
							i				gi					
Someone else pays for this service/ it's free	19	3	6	8	10	3	*	2	5	10	1	11	2	6	1	-
	1%	*%	*%	1%	1%	1%	*%	1%	1%	1%	2%	1%	*%	1%	*%	-%
											f					

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

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Base : Those who have used a mobile phone to make calls from home in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2298	729	1170	569	795	364	196	636	1174	79	1334	515	448	235	81	
Effective Weighted Sample	1890	617	967	480	657	303	163	525	1006	63	1117	430	373	190	70	
Total	2320	800	1211	543	766	343	193	609	1277	75	1478	409	433	245	83	
When the call is urgent	17	4	4	9	10	4	10	3	14	3	-	5	7	5	2	1
	1%	*%	*%	2% ab	1% b	1%	3% i	1% i	2% i	*%	-%	*%	2% k	1%	1%	1%
To use video/ to see the person I'm calling	11	3	6	-	4	1	1	-	1	5	3	7	1	3	2	1
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	4% fghi	*%	*%	1%	1%	2%
Line/ call quality/ clear	10	4	4	4	4	2	2	2	3	4	-	6	1	3	2	*
	*%	1%	*%	1%	1%	*%	*%	1%	1%	*%	-%	*%	*%	1%	1%	*%
To involve more than one person/ contact a group of people	3	1	1	1	3	-	*	2	3	1	-	2	1	-	-	-
	*%	*%	*%	*%	*%	-%	*%	1% i	*%	*%	-%	*%	*%	-%	-%	-%
Tied into a contract	3	-	1	-	-	1	-	-	-	1	-	3	-	-	-	-
	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%
Other	135	32	57	30	45	32	16	13	36	45	2	75	34	26	10	*
	6%	4%	5%	6%	6%	9% ab	5%	7% i	6% i	4%	3%	5%	8% k	6%	4%	*%
CONVENIENCE/ HABIT	902	326	483	232	307	112	157	67	249	492	29	574	167	161	102	36
	39%	41% e	40% e	43% e	40% e	33%	46% gi	35%	41%	39%	39%	39%	41%	37%	42%	43%
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 48**

**Q30. The last time you used your mobile phone, what was the main reason you chose to use your mobile phone to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a mobile phone to make calls from home in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2298	729	1170	569	795	333	364	196	636	1174	79	1334	515	448	235	81
Effective Weighted Sample	1890	617	967	480	657	269	303	163	525	1006	63	1117	430	373	190	70
Total	2320	800	1211	543	766	343	343	193	609	1277	75	1478	409	433	245	83
PRICE	860	354	505	150	239	115	87	80	193	551	21	564	120	176	97	39
	37%	44%	42%	28%	31%	33%	25%	41%	32%	43%	28%	38%	29%	41%	40%	48%
		cde	cde					fh		fhj		i		i		
TO USE PARTICULAR FEATURES	278	69	126	76	106	46	42	23	73	151	12	186	48	43	15	5
	12%	9%	10%	14%	14%	13%	12%	12%	12%	12%	17%	13%	12%	10%	6%	6%
				ab	ab	a										
NO CHOICE	44	2	9	21	25	10	15	*	18	11	3	20	17	7	2	-
	2%	*%	1%	4%	3%	3%	4%	*%	3%	1%	4%	1%	4%	2%	1%	-%
				ab	ab	ab	gi		gi		gi		km			
QUALITY OF SERVICE	37	9	14	12	17	7	8	2	13	13	4	25	6	6	8	*
	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	5%	2%	1%	1%	3%	*%
											i					
URGENT	17	4	4	9	10	4	10	3	14	3	-	5	7	5	2	1
	1%	*%	*%	2%	1%	1%	3%	1%	2%	*%	-%	*%	2%	1%	1%	1%
				ab	b		i	i	i				k			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	868	430	438	92	181	190	162	122	91	30	371	121	340	257	154	117	66	51	
Effective Weighted Sample	718	360	358	82	155	164	136	97	75	25	315	100	273	212	135	101	60	41	
Total	894	460	434	114	226	191	172	96	69	26	417	95	351	253	179	111	69	42	
To use video/ to see the person I'm calling	336 38%	165 36%	171 39%	35 31%	91 40%	73 38%	67 39%	31 32%	26 39%	12 47%	164 39%	39 41%	116 33%	98 39%	73 41%	49 44% l	33 48% l	16 39%	
Price/ cheaper	195 22%	120 26% b	75 17%	25 22%	39 17%	42 22%	34 20%	35 36% cdefijk	17 25%	3 11%	81 19%	20 21%	80 23%	57 22%	43 24%	16 14%	11 16%	5 11%	
To use 'free'/ pre-paid/ bundled/ time-specific minutes	117 13%	54 12%	63 14%	16 14%	29 13%	17 9%	32 19% ej	13 13%	8 11%	3 11%	46 11%	11 11%	42 12%	38 15%	25 14%	13 12%	7 10%	6 14%	
Convenience/ ease of use	96 11%	50 11%	46 10%	21 18% fghik	25 11%	26 14% gk	13 8%	5 6%	5 7%	* 2%	51 12%	5 5%	35 10%	27 11%	20 11%	14 12%	9 13%	5 11%	
Habit/ always use it	25 3%	11 2%	15 3%	5 4%	6 3%	5 3%	5 3%	2 2%	2 2%	- -%	11 3%	2 2%	15 4% n	6 2%	* -%	4 3% n	1 2%	2 6% n	
To send picture/ photos/ emojis in the message	23 3%	9 2%	14 3%	3 2%	6 2%	11 6% ghk	3 2%	- -%	- -%	- -%	17 4% gk	- -%	11 3%	10 4% o	2 1%	- -%	- -%	- -%	
Someone else pays for this service/ it's free	17 2%	6 1%	11 3%	1 1%	4 2%	2 1%	4 2%	2 2%	3 4%	1 4%	6 1%	4 4%	12 3%	2 1%	1 1%	2 2%	- -%	2 4%	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	868	430	438	92	181	190	162	122	91	30	371	121	340	257	154	117	66	51	
Effective Weighted Sample	718	360	358	82	155	164	136	97	75	25	315	100	273	212	135	101	60	41	
Total	894	460	434	114	226	191	172	96	69	26	417	95	351	253	179	111	69	42	
To involve more than one person/ contact a group of people	13 1%	7 2%	5 1%	2 2%	3 1%	3 2%	1 1%	- -%	2 3%	1 3%	6 2%	3 3%	3 1%	2 1%	4 2%	3 3%	2 3%	1 2%	
Line/ call quality/ clear	9 1%	7 1%	2 *%	1 1%	5 2%	1 1%	1 1%	- -%	- -%	- -%	7 2%	- -%	6 2%	1 1%	1 1%	- -%	- -%	- -%	
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	9 1%	5 1%	4 1%	- -%	6 3%	1 1%	1 1%	- -%	- -%	- -%	7 2%	- -%	7 2% m	- -%	- -%	1 1%	1 2% m	- -%	
Reliability/ quality of service/ coverage	6 1%	1 *%	4 1%	- -%	4 2%	1 1%	- -%	- -%	- -%	- -%	6 1%	- -%	3 1%	- -%	- -%	3 2% m	1 2% m	1 3% m	
When someone else is using the other line	3 *%	1 *%	2 *%	1 1%	1 *%	- -%	1 1%	- -%	- -%	1 3% ej	1 *%	1 1%	1 *%	2 1%	1 *%	- -%	- -%	- -%	
When the phone is next to me	3 *%	2 *%	1 *%	2 2%	* *%	- -%	- -%	1 1%	- -%	- -%	* *%	- -%	1 *%	- -%	2 1%	* *%	* 1%	- -%	
Numbers are stored in the handset	3 *%	1 *%	2 *%	1 1%	- -%	1 1%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	2 1%	- -%	- -%	- -%	- -%	
When I'm in another part of the house	3 *%	1 *%	1 *%	- -%	- -%	1 1%	1 1%	- -%	- -%	- -%	1 *%	- -%	- -%	3 1%	- -%	- -%	- -%	- -%	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																			

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	Total	GENDER		AGE									SEG							
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q		
Unweighted total	868	430	438	92	181	190	162	122	91	30	371	121	340	257	154	117	66	51		
Effective Weighted Sample	718	360	358	82	155	164	136	97	75	25	315	100	273	212	135	101	60	41		
Total	894	460	434	114	226	191	172	96	69	26	417	95	351	253	179	111	69	42		
When the call is urgent	2	2	-	-	-	-	-	1	1	-	-	1	1	-	-	1	-	1		
	*%	*%	-%	-%	-%	-%	-%	1%	2%	-%	-%	2%	*%	-%	-%	1%	-%	2%		
									j			j								
Difficult to switch	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-		
	*%	-%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%		
Other	17	6	10	-	4	2	3	4	1	2	6	3	8	2	4	3	1	2		
	2%	1%	2%	-%	2%	1%	2%	4%	2%	9%	1%	4%	2%	1%	2%	2%	1%	4%		
										cdeij										
TO USE PARTICULAR FEATURES	374	182	192	42	100	89	72	31	28	13	189	41	130	112	80	52	35	17		
	42%	40%	44%	37%	44%	47%	42%	32%	41%	50%	45%	43%	37%	44%	44%	47%	51%	41%		
						g					g						l			
PRICE	338	185	153	42	79	62	72	50	28	7	141	34	141	97	69	32	19	12		
	38%	40%	35%	37%	35%	32%	42%	52%	40%	26%	34%	36%	40%	38%	38%	29%	28%	29%		
								cdeijk					o							
CONVENIENCE/ HABIT	127	64	63	27	32	33	20	8	6	*	64	7	51	36	22	18	11	7		
	14%	14%	14%	24%	14%	17%	12%	8%	9%	2%	15%	7%	15%	14%	12%	16%	16%	16%		
				fghik		gik					k									
QUALITY OF SERVICE	14	8	6	1	10	3	1	-	-	-	12	-	9	1	1	3	1	1		
	2%	2%	1%	1%	4%	1%	1%	-%	-%	-%	3%	-%	3%	1%	1%	2%	2%	3%		
					gk															
NO CHOICE	4	1	3	1	1	-	2	-	-	1	1	1	1	3	1	-	-	-		
	*%	*%	1%	1%	*%	-%	1%	-%	-%	3%	*%	1%	*%	1%	*%	-%	-%	-%		
										ej										
URGENT	2	2	-	-	-	-	-	1	1	-	-	1	1	-	-	1	-	1		
	*%	*%	-%	-%	-%	-%	-%	1%	2%	-%	-%	2%	*%	-%	-%	1%	-%	2%		
									i			i								

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	868	105	646	16	101	94	103	153	129	130	259	733	74	33	28	734	134
Effective Weighted Sample	718	88	537	12	89	77	86	123	103	101	229	621	68	26	26	613	105
Total	894	83	700	12	99	90	99	159	137	130	279	770	41	44	39	766	128
To use video/ to see the person I'm calling	336 38%	35 42%	252 36%	4 34%	45 46%	37 41%	41 41%	55 35%	46 34%	50 39%	106 38%	292 38%	19 46%	16 37%	9 22%	281 37%	55 43%
Price/ cheaper	195 22%	19 22%	161 23%	1 12%	14 14%	14 15%	14 14%	36 23%	42 30% ef	29 22%	61 22%	159 21%	8 19%	11 25%	17 43%	169 22%	27 21%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	117 13%	7 8%	98 14%	4 31%	9 9%	10 12%	21 21%	22 14%	15 11%	16 12%	34 12%	111 14% l	2 4%	3 6%	1 4%	108 14%	9 7%
Convenience/ ease of use	96 11%	5 6%	77 11%	* 4%	13 13%	14 15% f	3 3%	19 12% f	16 11% f	15 12% f	29 10% f	82 11%	7 17%	4 9%	3 8%	79 10%	17 13%
Habit/ always use it	25 3%	2 2%	19 3%	- -%	4 4%	3 3%	1 1%	2 1%	2 2%	4 3%	13 5%	21 3%	1 2%	4 8%	- -%	25 3%	* *%
To send picture/ photos/ emojis in the message	23 3%	- -%	23 3%	- -%	- -%	- -%	4 4%	2 2%	4 3%	3 2%	10 4%	18 2%	3 6%	- -%	2 6%	18 2%	5 4%
Someone else pays for this service/ it's free	17 2%	4 5%	12 2%	- -%	2 2%	3 3%	5 5%	3 2%	1 1%	2 2%	5 2%	17 2%	1 1%	- -%	- -%	17 2%	* *%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	868	105	646	16	101	94	103	153	129	130	259	733	74	33	28	734	134
Effective Weighted Sample	718	88	537	12	89	77	86	123	103	101	229	621	68	26	26	613	105
Total	894	83	700	12	99	90	99	159	137	130	279	770	41	44	39	766	128
To involve more than one person/ contact a group of people	13 1%	2 2%	8 1%	1 6%	2 2%	1 1%	4 4%	- -%	1 1%	1 1%	6 2%	11 1%	- -%	2 4%	- -%	11 1%	1 1%
Line/ call quality/ clear	9 1%	- -%	9 1%	- -%	- -%	2 2%	1 1%	3 2%	2 1%	1 1%	- -%	7 1%	- -%	- -%	2 5%	7 1%	2 2%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	9 1%	- -%	7 1%	- -%	1 1%	- -%	1 1%	4 3%	2 1%	2 1%	- -%	7 1%	- -%	- -%	2 4%	7 1%	2 1%
Reliability/ quality of service/ coverage	6 1%	- -%	3 *%	- -%	3 3%	1 1%	- -%	- -%	2 1%	- -%	3 1%	6 1%	- -%	- -%	- -%	6 1%	- -%
When someone else is using the other line	3 *%	1 1%	2 *%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	2 1%	2 *%	1 3%	- -%	- -%	3 *%	- -%
When the phone is next to me	3 *%	- -%	3 *%	- -%	* *%	* *%	- -%	2 1%	- -%	- -%	* *%	3 *%	- -%	- -%	- -%	2 *%	1 1%
Numbers are stored in the handset	3 *%	- -%	3 *%	- -%	- -%	1 1%	- -%	1 *%	- -%	1 1%	- -%	1 *%	- -%	- -%	2 4%	3 *%	- -%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	868	105	646	16	101	94	103	153	129	130	259	733	74	33	28	734	134
Effective Weighted Sample	718	88	537	12	89	77	86	123	103	101	229	621	68	26	26	613	105
Total	894	83	700	12	99	90	99	159	137	130	279	770	41	44	39	766	128
When I'm in another part of the house	3 *%	- -%	3 *%	- -%	- -%	- -%	- -%	1 1%	1 1%	- -%	- -%	1 *%	- -%	- -%	1 3%	1 *%	1 1%
When the call is urgent	2 *%	1 2% b	- -%	- -%	1 1% b	- -%	- -%	- -%	- -%	- -%	2 1%	1 *%	- -%	1 3% k	- -%	2 *%	- -%
Difficult to switch	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%
Other	17 2%	3 4%	10 1%	- -%	3 3%	1 2%	2 2%	6 4%	1 1%	2 2%	4 2%	15 2%	- -%	2 4%	- -%	12 2%	5 4%
TO USE PARTICULAR FEATURES	374 42%	36 44%	285 41%	5 41%	47 48%	39 43%	49 49%	58 37%	51 37%	55 43%	122 44%	322 42%	21 52%	18 41%	13 33%	312 41%	61 48%
PRICE	338 38%	29 35%	277 40% d	5 43%	27 27%	27 30%	40 40%	65 41%	59 43%	48 37%	100 36%	294 38% l	10 25%	14 32%	20 51%	301 39%	38 29%
CONVENIENCE/ HABIT	127 14%	6 8%	102 15%	* 4%	17 18% a	17 19% f	4 4%	24 15% f	20 14% f	20 15% f	42 15% f	107 14%	8 18%	8 18%	4 11%	107 14%	20 15%
QUALITY OF SERVICE	14 2%	- -%	12 2%	- -%	3 3%	3 3%	1 1%	3 2%	4 3%	1 1%	3 1%	13 2%	- -%	- -%	2 5%	12 2%	2 2%
NO CHOICE	4 *%	1 1%	3 *%	- -%	- -%	1 1%	- -%	- -%	- -%	- -%	3 1%	3 *%	1 3% k	- -%	- -%	4 1%	- -%
URGENT	2 *%	1 2% b	- -%	- -%	1 1% b	- -%	- -%	- -%	- -%	- -%	2 1%	1 *%	- -%	1 3% k	- -%	2 *%	- -%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	868	833	868	861	856	110	859	573	868	12	856	7	861	849	12	7	-
Effective Weighted Sample	718	688	718	712	707	92	710	472	718	12	707	6	712	701	12	6	-
Total	894	854	894	887	877	119	881	601	894	17	877	7	887	870	17	7	-
To use video/ to see the person I'm calling	336 38%	321 38%	336 38%	332 37%	333 38%	34 28%	333 38%	227 38%	336 38%	3 17%	333 38%	3 48%	332 37%	330 38%	3 17%	3 48%	- -%
Price/ cheaper	195 22%	186 22%	195 22%	194 22%	194 22%	38 32%	195 22%	135 22%	195 22%	1 7%	194 22%	1 20%	194 22%	193 22%	1 7%	1 20%	- -%
abdcdfgh																	
To use 'free'/ pre-paid/ bundled/ time-specific minutes	117 13%	116 14%	117 13%	117 13%	113 13%	14 12%	114 13%	73 12%	117 13%	4 24%	113 13%	- -%	117 13%	113 13%	4 24%	- -%	- -%
Convenience/ ease of use	96 11%	88 10%	96 11%	95 11%	94 11%	10 9%	94 11%	66 11%	96 11%	2 10%	94 11%	* 7%	95 11%	94 11%	2 10%	* 7%	- -%
Habit/ always use it	25 3%	22 3%	25 3%	25 3%	22 3%	1 1%	22 2%	13 2%	25 3%	3 18%	22 3%	- -%	25 3%	22 3%	3 18%	- -%	- -%
To send picture/ photos/ emojis in the message	23 3%	23 3%	23 3%	23 3%	20 2%	5 5%	22 2%	15 3%	23 3%	3 16%	20 2%	- -%	23 3%	20 2%	3 16%	- -%	- -%
Someone else pays for this service/ it's free	17 2%	17 2%	17 2%	17 2%	17 2%	1 1%	17 2%	11 2%	17 2%	- -%	17 2%	- -%	17 2%	17 2%	- -%	- -%	- -%
To involve more than one person/ contact a group of people	13 1%	13 1%	13 1%	13 1%	13 1%	- -%	13 1%	11 2%	13 1%	- -%	13 1%	- -%	13 1%	13 1%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	868	833	868	861	856	110	859	573	868	12	856	7	861	849	12	7	-
Effective Weighted Sample	718	688	718	712	707	92	710	472	718	12	707	6	712	701	12	6	-
Total	894	854	894	887	877	119	881	601	894	17	877	7	887	870	17	7	-
Line/ call quality/ clear	9 1%	9 1%	9 1%	7 1%	9 1%	4 4%	9 1%	7 1%	9 1%	- -%	9 1%	2 26%	7 1%	7 1%	- -%	2 26%	- -%
abdcdfh																	
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	9 1%	9 1%	9 1%	9 1%	9 1%	1 1%	9 1%	6 1%	9 1%	- -%	9 1%	- -%	9 1%	9 1%	- -%	- -%	- -%
Reliability/ quality of service/ coverage	6 1%	6 1%	6 1%	6 1%	6 1%	1 1%	6 1%	3 *%	6 1%	- -%	6 1%	- -%	6 1%	6 1%	- -%	- -%	- -%
When someone else is using the other line	3 *%	2 *%	3 *%	3 *%	3 *%	- -%	3 *%	1 *%	3 *%	- -%	3 *%	- -%	3 *%	3 *%	- -%	- -%	- -%
When the phone is next to me	3 *%	3 *%	3 *%	3 *%	3 *%	- -%	3 *%	3 1%	3 *%	- -%	3 *%	- -%	3 *%	3 *%	- -%	- -%	- -%
Numbers are stored in the handset	3 *%	3 *%	3 *%	3 *%	3 *%	1 1%	3 *%	1 *%	3 *%	- -%	3 *%	- -%	3 *%	3 *%	- -%	- -%	- -%
When I'm in another part of the house	3 *%	3 *%	3 *%	3 *%	1 *%	- -%	1 *%	3 *%	3 *%	1 9%	1 *%	- -%	3 *%	1 *%	1 9%	- -%	- -%
When the call is urgent	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	1 *%	2 *%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	868	833	868	861	856	110	859	573	868	12	856	7	861	849	12	7	-
Effective Weighted Sample	718	688	718	712	707	92	710	472	718	12	707	6	712	701	12	6	-
Total	894	854	894	887	877	119	881	601	894	17	877	7	887	870	17	7	-
Difficult to switch	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%
Other	17 2%	13 2%	17 2%	17 2%	17 2%	4 3%	17 2%	11 2%	17 2%	- -%	17 2%	- -%	17 2%	17 2%	- -%	- -%	- -%
TO USE PARTICULAR FEATURES	374 42%	359 42%	374 42%	371 42%	368 42%	40 34%	370 42%	254 42%	374 42%	5 32%	368 42%	3 48%	371 42%	365 42%	5 32%	3 48%	- -%
PRICE	338 38%	329 38%	338 38%	337 38%	333 38%	55 46%	336 38%	225 37%	338 38%	5 31%	333 38%	1 20%	337 38%	332 38%	5 31%	1 20%	- -%
CONVENIENCE/ HABIT	127 14%	116 14%	127 14%	126 14%	120 14%	11 9%	120 14%	85 14%	127 14%	6 37%	120 14%	* 7%	126 14%	120 14%	6 37%	* 7%	- -%
QUALITY OF SERVICE	14 2%	14 2%	14 2%	13 1%	14 2%	6 5%	14 2%	10 2%	14 2%	- -%	14 2%	2 26%	13 1%	13 1%	- -%	2 26%	- -%
						bodfh											
NO CHOICE	4 *%	3 *%	4 *%	4 *%	4 *%	- -%	4 *%	2 *%	4 *%	- -%	4 *%	- -%	4 *%	4 *%	- -%	- -%	- -%
URGENT	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	1 *%	2 *%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	868	89	766	289	204	37	103	163	44	4	370	498	24	106	383	489	379
Effective Weighted Sample	718	72	666	216	182	33	85	141	39	3	288	431	21	94	314	407	311
Total	894	30	846	251	239	41	103	184	47	5	339	555	24	126	378	504	390
To use video/ to see the person I'm calling	336 38%	9 31%	324 38%	91 36%	84 35%	14 34%	39 38%	76 41%	19 42%	5 100%	125 37%	211 38%	8 32%	44 35%	144 38%	189 37%	147 38%
Price/ cheaper	195 22%	9 32%	183 22%	65 26%	50 21%	2 4%	29 28%	36 20%	5 11%	- -%	72 21%	123 22%	7 31%	26 21%	87 23%	113 22%	82 21%
		b		eh	e		eh	e			e	e					
To use 'free'/ pre-paid/ bundled/ time-specific minutes	117 13%	2 6%	112 13%	24 10%	37 16%	12 29%	13 13%	17 9%	13 27%	- -%	49 14%	69 12%	1 6%	22 18%	51 13%	73 14%	44 11%
						cfgjk			cgjk								
Convenience/ ease of use	96 11%	1 2%	93 11%	27 11%	25 11%	3 7%	11 10%	25 13%	5 11%	- -%	34 10%	61 11%	1 3%	21 17%	30 8%	51 10%	45 11%
			a										n				
Habit/ always use it	25 3%	1 2%	21 3%	9 4%	5 2%	2 6%	2 2%	4 2%	1 2%	- -%	12 4%	13 2%	1 3%	1 1%	13 3%	14 3%	11 3%
To send picture/ photos/ emojis in the message	23 3%	- -%	20 2%	6 3%	6 2%	1 3%	1 1%	5 3%	1 2%	- -%	9 3%	14 2%	2 9%	3 2%	11 3%	14 3%	9 2%
Someone else pays for this service/ it's free	17 2%	2 5%	16 2%	5 2%	6 2%	- -%	4 4%	3 2%	- -%	- -%	5 1%	12 2%	- -%	- -%	4 1%	4 1%	13 3%
																	o

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	868	89	766	289	204	37	103	163	44	4	370	498	24	106	383	489	379
Effective Weighted Sample	718	72	666	216	182	33	85	141	39	3	288	431	21	94	314	407	311
Total	894	30	846	251	239	41	103	184	47	5	339	555	24	126	378	504	390
To involve more than one person/ contact a group of people	13 1%	* 1%	12 1%	4 1%	7 3%	- -%	- -%	1 1%	- -%	- -%	4 1%	9 2%	1 3%	- -%	8 2%	8 2%	4 1%
Line/ call quality/ clear	9 1%	- -%	9 1%	1 1%	6 2%	2 4%	- -%	- -%	- -%	- -%	3 1%	6 1%	- -%	3 2%	3 1%	6 1%	3 1%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	9 1%	- -%	9 1%	2 1%	1 1%	3 8%	- -%	1 1%	- -%	- -%	5 1%	4 1%	1 5%	1 1%	6 2%	7 1%	1 *%
Reliability/ quality of service/ coverage	6 1%	- -%	6 1%	- -%	3 1%	- -%	1 1%	1 1%	- -%	- -%	- -%	6 1%	- -%	- -%	3 1%	3 1%	3 1%
When someone else is using the other line	3 *%	- -%	3 *%	1 *%	- -%	1 2%	- -%	1 *%	1 2%	- -%	2 1%	1 *%	- -%	- -%	3 1%	3 *%	1 *%
When the phone is next to me	3 *%	1 3%	2 *%	* *%	1 1%	* 1%	- -%	1 *%	- -%	- -%	1 *%	2 *%	- -%	- -%	- -%	- -%	3 1%
Numbers are stored in the handset	3 *%	- -%	3 *%	- -%	- -%	1 2%	- -%	- -%	2 4%	- -%	3 1%	- -%	- -%	- -%	2 *%	2 *%	1 *%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB					LANDLINE PROVIDER					SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	*l	m	n	o	p
Unweighted total	868	89	766	289	204	37	103	163	44	4	370	498	24	106	383	489	379
Effective Weighted Sample	718	72	666	216	182	33	85	141	39	3	288	431	21	94	314	407	311
Total	894	30	846	251	239	41	103	184	47	5	339	555	24	126	378	504	390
When I'm in another part of the house	3	-	1	-	1	-	-	1	-	-	-	3	-	-	3	3	-
	*%	-%	*%	-%	1%	-%	-%	1%	-%	-%	-%	*%	-%	-%	1%	1%	-%
When the call is urgent	2	-	2	1	1	-	-	-	-	-	1	1	-	1	1	2	-
	*%	-%	*%	1%	*%	-%	-%	-%	-%	-%	*%	*%	-%	1%	*%	*%	-%
Difficult to switch	1	-	1	-	1	-	-	-	-	-	-	1	-	-	1	1	-
	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%
Other	17	2	14	5	4	-	2	5	-	-	5	12	-	2	6	8	8
	2%	8%	2%	2%	2%	-%	2%	3%	-%	-%	1%	2%	-%	1%	2%	2%	2%
TO USE PARTICULAR FEATURES	374	9	359	101	97	17	40	82	22	5	140	234	11	47	165	212	162
	42%	32%	42%	40%	40%	40%	39%	45%	48%	100%	41%	42%	44%	37%	44%	42%	41%
PRICE	338	13	319	96	94	17	46	57	17	-	131	208	10	49	148	198	141
	38%	43%	38%	38%	39%	41%	45%	31%	37%	-%	39%	37%	42%	39%	39%	39%	36%
CONVENIENCE/ HABIT	127	2	118	36	33	6	13	31	6	-	48	79	2	22	45	68	59
	14%	7%	14%	14%	14%	13%	13%	17%	13%	-%	14%	14%	7%	18%	12%	13%	15%
QUALITY OF SERVICE	14	-	14	1	9	2	1	1	-	-	3	11	-	3	6	9	6
	2%	-%	2%	1%	4%	4%	1%	1%	-%	-%	1%	2%	-%	2%	2%	2%	1%
NO CHOICE	4	-	4	1	1	1	-	1	1	-	2	2	-	-	4	4	1
	*%	-%	*%	*%	*%	2%	-%	*%	2%	-%	1%	*%	-%	-%	1%	1%	*%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

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Base : Those who have used a VoIP service to make calls from home in the last 12 months

	PROVIDERS FOR LANDLINE AND FIXED BB					LANDLINE PROVIDER					SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	*l	m	n	o	p
Unweighted total	868	89	766	289	204	37	103	163	44	4	370	498	24	106	383	489	379
Effective Weighted Sample	718	72	666	216	182	33	85	141	39	3	288	431	21	94	314	407	311
Total	894	30	846	251	239	41	103	184	47	5	339	555	24	126	378	504	390
URGENT	2	-	2	1	1	-	-	-	-	-	1	1	-	1	1	2	-
	*%	-%	*%	1%	*%	-%	-%	-%	-%	-%	*%	*%	-%	1%	*%	*%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	868	216	482	179	207	311	594	123	151	334	609	119	140	536	741	67	53
Effective Weighted Sample	718	169	386	151	183	253	479	106	136	269	490	105	126	465	619	50	44
Total	894	200	460	186	248	288	569	141	184	310	582	139	173	588	774	64	49
To use video/ to see the person I'm calling	336 38%	76 38%	167 36%	80 43%	88 36%	107 37%	213 38%	53 37%	70 38%	116 38%	219 38%	53 38%	63 37%	230 39%	293 38%	20 32%	19 38%
Price/ cheaper	195 22%	45 22%	106 23%	32 17%	57 23%	66 23%	125 22%	26 18%	44 24%	73 23%	129 22%	27 19%	39 23%	123 21%	166 21%	13 21%	15 30%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	117 13%	19 9%	52 11%	35 19% ab	30 12%	27 9%	71 13%	25 17% e	22 12%	30 10%	71 12%	25 18% i	22 12%	74 13%	101 13%	13 21% p	3 5%
Convenience/ ease of use	96 11%	10 5%	37 8%	22 12% a	37 15% ab	28 10%	54 9%	14 10%	28 15%	29 9%	54 9%	14 10%	28 16% ij	73 12%	83 11%	8 12%	4 9%
Habit/ always use it	25 3%	7 4%	13 3%	2 1%	10 4%	9 3%	14 2%	6 4%	6 3%	9 3%	15 3%	5 3%	6 3%	24 4%	25 3%	- -%	- -%
To send picture/ photos/ emojis in the message	23 3%	7 3%	15 3%	4 2%	3 1%	7 2%	15 3%	6 4%	1 1%	7 2%	15 3%	6 4%	1 1%	19 3%	22 3%	1 1%	- -%
Someone else pays for this service/ it's free	17 2%	5 2%	7 1%	5 3%	6 2%	6 2%	10 2%	5 3%	2 1%	6 2%	10 2%	5 3%	2 1%	9 2%	15 2%	2 3%	1 2%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	868	216	482	179	207	311	594	123	151	334	609	119	140	536	741	67	53
Effective Weighted Sample	718	169	386	151	183	253	479	106	136	269	490	105	126	465	619	50	44
Total	894	200	460	186	248	288	569	141	184	310	582	139	173	588	774	64	49
To involve more than one person/ contact a group of people	13 1%	7 4% cd	13 3% cd	- -%	- -%	7 2%	13 2%	- -%	- -%	7 2%	13 2%	- -%	- -%	8 1%	10 1%	1 1%	1 3%
Line/ call quality/ clear	9 1%	5 3%	7 2%	- -%	2 1%	5 2%	7 1%	2 1%	- -%	5 2%	7 1%	2 1%	- -%	4 1%	7 1%	- -%	- -%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	9 1%	1 1%	3 1%	- -%	6 2%	1 *%	2 *%	3 2% f	3 2%	1 *%	4 1%	2 1%	3 2%	6 1%	7 1%	- -%	1 3%
Reliability/ quality of service/ coverage	6 1%	1 1%	3 1%	- -%	3 1%	3 1%	4 1%	- -%	2 1%	3 1%	4 1%	- -%	2 1%	4 1%	6 1%	- -%	- -%
When someone else is using the other line	3 *%	1 *%	1 *%	1 1%	1 1%	1 *%	1 *%	1 1%	1 1%	1 *%	1 *%	1 1%	1 1%	2 *%	2 *%	1 1%	- -%
When the phone is next to me	3 *%	1 1%	2 *%	- -%	1 1%	1 *%	2 *%	- -%	1 1%	1 *%	2 *%	- -%	1 1%	3 1%	3 *%	- -%	- -%
Numbers are stored in the handset	3 *%	1 1%	2 1%	1 *%	- -%	2 1%	2 *%	1 *%	- -%	2 1%	2 *%	1 *%	- -%	1 *%	3 *%	- -%	- -%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	



**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	868	216	482	179	207	311	594	123	151	334	609	119	140	536	741	67	53
Effective Weighted Sample	718	169	386	151	183	253	479	106	136	269	490	105	126	465	619	50	44
Total	894	200	460	186	248	288	569	141	184	310	582	139	173	588	774	64	49
When I'm in another part of the house	3	-	3	-	-	-	3	-	-	-	3	-	-	3	3	-	-
	*%	-%	1%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%
When the call is urgent	2	1	1	-	1	1	2	-	-	1	2	-	-	1	2	-	-
	*%	1%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%
Difficult to switch	1	-	-	-	1	-	1	-	-	-	1	-	-	1	1	-	-
	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%
Other	17	6	11	2	4	7	13	-	4	8	13	-	4	3	11	3	2
	2%	3%	2%	1%	1%	2%	2%	-%	2%	2%	2%	-%	2%	1%	1%	5%	5%
																m	m
TO USE PARTICULAR FEATURES	374	91	198	85	91	123	244	59	71	133	250	60	65	257	328	22	20
	42%	45%	43%	46%	37%	43%	43%	42%	39%	43%	43%	43%	37%	44%	42%	35%	41%
PRICE	338	69	168	73	98	99	209	58	71	110	215	58	66	211	289	28	20
	38%	35%	36%	39%	39%	34%	37%	41%	39%	35%	37%	42%	38%	36%	37%	44%	40%
CONVENIENCE/ HABIT	127	18	55	24	48	38	72	20	35	39	73	19	35	102	114	8	4
	14%	9%	12%	13%	19%	13%	13%	14%	19%	13%	13%	13%	20%	17%	15%	12%	9%
				ab									ij				
QUALITY OF SERVICE	14	7	10	-	5	8	11	2	2	8	11	2	2	8	13	-	-
	2%	3%	2%	-%	2%	3%	2%	1%	1%	2%	2%	1%	1%	1%	2%	-%	-%
		c															
NO CHOICE	4	1	1	1	2	1	2	1	1	1	2	1	1	3	3	1	-
	*%	*%	*%	1%	1%	*%	*%	1%	1%	*%	*%	1%	1%	1%	*%	1%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	868	216	482	179	207	311	594	123	151	334	609	119	140	536	741	67	53
Effective Weighted Sample	718	169	386	151	183	253	479	106	136	269	490	105	126	465	619	50	44
Total	894	200	460	186	248	288	569	141	184	310	582	139	173	588	774	64	49
URGENT	2	1	1	-	1	1	2	-	-	1	2	-	-	1	2	-	-
	*%	1%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	868	333	519	179	242	107	107	54	184	485	40	572	142	154	107	49
Effective Weighted Sample	718	285	435	151	197	86	90	44	153	425	33	484	119	126	89	43
Total	894	375	555	169	233	105	105	51	178	552	34	635	107	152	114	53
To use video/ to see the person I'm calling	336	146	216	68	87	32	37	15	58	215	17	238	44	53	48	21
	38%	39%	39%	40%	37%	31%	35%	29%	32%	39%	51% h	38%	41%	35%	42%	40%
Price/ cheaper	195	84	115	38	61	19	22	16	42	111	11	145	27	24	21	12
	22%	22%	21%	23%	26%	18%	21%	31%	23%	20%	34%	23%	25%	15%	18%	23%
To use 'free'/ pre-paid/ bundled/ time-specific minutes	117	46	74	13	23	21	15	6	24	79	1	84	10	23	15	7
	13%	12%	13%	8%	10%	20% cd	14%	11%	14%	14%	4%	13%	9%	15%	14%	14%
Convenience/ ease of use	96	55	67	11	16	13	5	5	11	68	1	69	4	22	17	6
	11%	15% cd	12% d	7%	7%	12%	5%	9%	6%	12% h	4%	11% l	4%	15% l	15%	12%
Habit/ always use it	25	7	15	6	6	3	6	1	9	12	-	15	2	9	-	1
	3%	2%	3%	4%	3%	3%	6% i	2%	5%	2%	-%	2%	1%	6% k	-%	1%
To send picture/ photos/ emojis in the message	23	3	10	6	6	7	3	1	6	14	-	20	-	2	-	-
	3%	1%	2%	3% a	2%	6% ab	3%	2%	3%	3%	-%	3% l	-%	1%	-%	-%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
		STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES		NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME		
	Total	AGREE	AGREE	DISAGREE	DISAGREE		MAKE CALLS	TO RECEIVE CALLS								
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	868	333	519	179	242	107	107	54	184	485	40	572	142	154	107	49
Effective Weighted Sample	718	285	435	151	197	86	90	44	153	425	33	484	119	126	89	43
Total	894	375	555	169	233	105	105	51	178	552	34	635	107	152	114	53
Someone else pays for this service/ it's free	17 2%	10 3%	14 2%	2 1%	4 2%	- -%	1 1%	3 5%	3 2%	10 2%	1 3%	10 2%	4 4%	3 2%	1 1%	* -%
To involve more than one person/ contact a group of people	13 1%	- -%	3 1%	9 5% abe	10 4% ab	- -%	5 5% i	1 2%	8 4% i	4 1%	- -%	8 1%	3 2%	2 1%	4 4%	1 3%
Line/ call quality/ clear	9 1%	* -%	7 1%	2 1%	2 1%	- -%	1 1%	* -%	1 1%	4 1%	1 3%	9 1%	- -%	- -%	- -%	- -%
When I've used up all the 'free'/ pre-paid/ bundled/ time-specific minutes	9 1%	7 2%	7 1%	1 1%	1 1%	- -%	- -%	- -%	- -%	9 2%	- -%	9 1%	- -%	- -%	- -%	3 6% n
Reliability/ quality of service/ coverage	6 1%	3 1%	4 1%	- -%	1 1%	- -%	1 1%	- -%	1 1%	4 1%	- -%	4 1%	- -%	1 1%	- -%	- -%
When someone else is using the other line	3 -%	1 -%	2 -%	1 -%	1 -%	- -%	1 1%	- -%	1 -%	2 -%	- -%	1 -%	1 1%	1 1%	- -%	- -%
When the phone is next to me	3 -%	* -%	2 -%	1 1%	1 1%	- -%	1 1%	* 1%	2 1%	1 -%	- -%	3 -%	- -%	* -%	- -%	- -%
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
							TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES									
							TO RECEIVE CALLS		NEED LANDLINE TO GET BROADBAND							
	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/	MAKE CALLS	TO RECEIVE CALLS					OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME			
	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted total	868	333	519	179	242	107	107	54	184	485	40	572	142	154	107	49
Effective Weighted Sample	718	285	435	151	197	86	90	44	153	425	33	484	119	126	89	43
Total	894	375	555	169	233	105	105	51	178	552	34	635	107	152	114	53
Numbers are stored in the handset	3 *%	2 *%	2 *%	1 1%	1 1%	- -%	1 1%	- -%	1 1%	1 *%	- -%	3 *%	- -%	- -%	2 2%	- -%
When I'm in another part of the house	3 *%	1 *%	1 *%	- -%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	3 *%	- -%	- -%	- -%	- -%
When the call is urgent	2 *%	- -%	- -%	2 1% b	2 1% b	- -%	1 1% i	1 1% i	2 1% i	- -%	- -%	- -%	1 1% k	1 *%	- -%	- -%
Difficult to switch	1 *%	- -%	- -%	1 1%	1 *%	- -%	1 1% i	- -%	1 1%	- -%	- -%	1 *%	- -%	- -%	1 1%	- -%
Other	17 2%	5 1%	8 1%	2 1%	6 2%	3 3%	1 1%	1 2%	3 2%	8 1%	- -%	7 1%	4 4% k	6 4% k	1 1%	- -%
TO USE PARTICULAR FEATURES	374 42%	151 40%	231 42%	84 50%	104 45%	39 37%	47 45%	17 34%	73 41%	235 43%	17 51%	270 42%	47 44%	58 38%	55 48%	23 43%
PRICE	338 38%	147 39%	210 38%	55 32%	89 38%	40 38%	37 35%	24 47%	69 39%	208 38%	14 41%	248 39%	41 38%	50 33%	38 33%	23 43%
CONVENIENCE/ HABIT	127 14%	64 17% d	86 15%	19 11%	23 10%	18 17%	13 12%	6 12%	22 12%	83 15%	1 4%	89 14% l	6 5%	31 21% l	17 15%	7 14%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 49**

**Q31. The last time you used your online calls service like Skype or FaceTime, what was the main reason you chose to use your online calls service to call other people from home rather than your landline? (SINGLE CODE)**

Base : Those who have used a VoIP service to make calls from home in the last 12 months

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE					MAIN REASON FOR HAVING A LANDLINE						WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	868	333	519	179	242	107	107	54	184	485	40	572	142	154	107	49
Effective Weighted Sample	718	285	435	151	197	86	90	44	153	425	33	484	119	126	89	43
Total	894	375	555	169	233	105	105	51	178	552	34	635	107	152	114	53
QUALITY OF SERVICE	14	3	11	2	4	-	3	*	3	8	1	13	-	1	-	-
	2%	1%	2%	1%	2%	-%	2%	-%	2%	1%	3%	2%	-%	1%	-%	-%
NO CHOICE	4	1	2	2	2	-	2	-	2	2	-	2	1	1	1	-
	*%	*%	*%	1%	1%	-%	2%	-%	1%	*%	-%	*%	1%	1%	1%	-%
URGENT	2	-	-	2	2	-	1	1	2	-	-	-	1	1	-	-
	*%	-%	-%	1%	1%	-%	1%	1%	1%	-%	-%	-%	1%	*%	-%	-%
				b	b		i	i	i				k			

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 50**

**Q32. SHOWCARD** To what extent do you agree or disagree with the following statement about your landline (home phone)? 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline' (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Agree strongly	878 32%	428 31%	450 32%	132 52% efghijk	274 49% efghik	170 36% ghik	166 33% ghik	80 21% hik	43 13% i	14 5% j	444 43% efghik	57 9% i	237 30%	255 34%	195 31%	192 31%	105 32%	87 30%
Agree slightly	442 16%	214 16%	228 16%	50 20% hik	109 20% ghik	102 22% fghik	81 16% hik	53 14% ik	31 9% j	15 5% k	211 21% ghik	47 7% mnopq	161 20%	119 16%	81 13%	79 13%	42 13%	37 13%
TOTAL AGREE	1320 47%	641 47%	678 48%	181 72% efghik	383 69% efghik	272 58% fghik	248 49% ghik	132 35% hik	74 22% ik	29 10% j	655 64% fghik	103 17% i	397 50% oq	374 49%	276 45%	271 44%	147 45%	124 43%
Neither agree nor disagree	302 11%	159 12%	144 10%	17 7% c	72 13% c	59 13% c	50 10%	46 12%	33 10%	26 9% ck	131 13% ck	58 9%	96 12% q	79 10%	71 12%	55 9%	33 10%	22 7%
Disagree slightly	262 9%	153 11% b	109 8%	18 7%	50 9%	34 7%	54 11%	46 12% eij	40 12% eij	20 7%	84 8%	60 10%	70 9%	87 11%	50 8%	56 9%	34 10%	21 7%
Disagree strongly	816 29%	377 28%	439 31%	20 8%	43 8%	89 19% cdj	135 27% cdej	143 38% cdefj	180 54% cdefgj	206 72% cdefghjk	133 13% d	386 62% cdefghj	204 26%	198 26%	198 32% lm	216 35% lm	101 31%	115 39% lmnp
TOTAL DISAGREE	1079 39%	530 39%	549 39%	37 15%	94 17%	123 26% cd	189 37% cdej	189 50% cdefj	220 66% cdefgj	226 79% cdefghjk	217 21% d	446 72% cdefgj	273 35%	285 38%	248 40%	271 44% lm	135 41%	136 47% lm
Don't know	83 3%	34 2%	49 3%	17 7% dehijk	5 1%	13 3%	21 4% dj	13 3% d	7 2%	7 2%	18 2%	14 2%	21 3%	18 2%	24 4%	21 3%	12 4%	8 3%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 50**

**Q32. SHOWCARD** To what extent do you agree or disagree with the following statement about your landline (home phone)? 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline' (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Agree strongly	878 32%	43 9%	643 38% ac	14 9%	178 38% ac	158 32%	108 27%	125 31%	115 37% fj	96 40% fj	276 29%	732 31%	38 27%	56 25%	52 63% klm	767 32%	111 29%
Agree slightly	442 16%	35 8%	326 19% acd	11 7%	68 15% ac	54 11%	73 18% ej	80 20% ej	62 20% ej	49 20% ej	124 13%	386 16% m	26 18%	23 10%	7 9%	387 16%	54 14%
TOTAL AGREE	1320 47%	78 17%	969 57% ac	25 16%	246 53% ac	212 43%	181 45%	204 51% ej	177 58% efj	145 60% efj	400 42%	1117 48% m	64 46%	79 35%	60 72% klm	1154 48%	166 42%
Neither agree nor disagree	302 11%	43 9%	204 12%	16 10%	39 9%	47 10%	45 11%	53 13%	34 11%	26 11%	97 10%	268 11%	17 12%	15 7%	3 4%	261 11%	41 11%
Disagree slightly	262 9%	52 11% c	154 9%	8 5%	48 10% c	37 7%	45 11%	46 12%	23 7%	22 9%	90 9%	219 9%	10 7%	25 11%	8 9%	230 10%	32 8%
Disagree strongly	816 29%	286 61% bd	313 18%	100 64% bd	115 25% b	182 37% fghi	117 29% ghi	83 21%	67 22%	44 18%	323 34% ghi	667 29% n	45 32% n	93 42% kn	12 14%	676 28%	140 36% o
TOTAL DISAGREE	1079 39%	339 73% bd	468 28%	108 69% bd	164 35% b	219 45% ghi	162 40% ghi	129 33%	90 29%	66 27%	413 44% ghi	886 38% n	55 40% n	118 53% kln	19 23%	906 38%	172 44% o
Don't know	83 3%	7 1%	56 3% a	7 5% a	14 3%	11 2%	12 3%	12 3%	7 2%	4 2%	38 4%	68 3%	4 3%	11 5%	1 1%	73 3%	11 3%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 50**

**Q32. SHOWCARD** To what extent do you agree or disagree with the following statement about your landline (home phone)? 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline' (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Agree strongly	878 32%	808 30%	878 32%	866 33% a	839 34% a	64 28%	844 34% a	542 35% a	432 40% abcde	39 12% p	839 34% iknop	12 7%	866 33% iknop	831 35% iknop	35 16% kp	8 11%	4 4%
Agree slightly	442 16%	424 16%	442 16%	431 16%	416 17%	50 22% ab	422 17%	274 17%	202 19% ab	26 8%	416 17% iknp	10 6%	431 16% iknp	408 17% iknp	23 10% p	8 11%	2 3%
TOTAL AGREE	1320 47%	1232 46%	1320 47%	1298 49% a	1255 51% ab	114 49%	1265 51% ab	816 52% ab	634 59% abcde	65 21% p	1255 51% iknop	22 14%	1298 49% iknop	1239 52% iknop	59 26% kp	16 22% p	6 7%
Neither agree nor disagree	302 11%	292 11%	302 11%	291 11%	278 11%	28 12%	282 11%	171 11%	109 10%	25 8%	278 11%	11 7%	291 11%	272 11%	19 8%	6 8%	6 7%
Disagree slightly	262 9%	261 10%	262 9%	249 9%	236 10%	27 12%	237 10%	175 11% h	88 8%	26 8%	236 10%	14 9%	249 9%	226 9%	22 10%	10 14%	4 4%
Disagree strongly	816 29%	812 30% cdfgh	816 29% dfgh	708 27% h	633 26% h	56 24%	641 26% h	380 24%	225 21%	183 58% jlm	633 26% jlmno	108 68%	708 27%	596 25%	112 50% jlm	38 54% jlm	70 79% ijlmno
TOTAL DISAGREE	1079 39%	1074 40% cdfgh	1079 39% dfgh	957 36% h	870 35% h	83 36%	878 35% h	554 35% h	313 29%	209 66% jlm	870 35% ijlmn	122 77%	957 36%	822 34%	135 59% jlm	48 68% jlm	74 84% ijlmno
Don't know	83 3%	76 3%	83 3% gh	79 3% gh	66 3%	6 2%	70 3%	28 2%	17 2%	17 5% jlm	66 3%	4 2%	79 3%	64 3%	15 7% jlm	2 3%	2 2%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 50**

**Q32. SHOWCARD** To what extent do you agree or disagree with the following statement about your landline (home phone)? 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline' (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Agree strongly	878 32%	18 17%	818 35% a	229 25%	252 39% cfijl	29 31%	88 27%	205 37% cfij	37 39% cfij	7 17%	295 26%	580 35% cfij	26 27%	135 39% nop	326 29%	461 31%	417 32%
Agree slightly	442 16%	24 22% b	386 16%	143 15%	112 17%	11 12%	47 15%	90 16%	14 15%	8 19%	168 15%	270 16%	15 15%	68 20% p	185 16%	253 17%	189 14%
TOTAL AGREE	1320 47%	42 39%	1204 51% a	372 40%	364 56% cefijl	40 43%	134 42%	295 54% cfij	50 54% cj	14 36%	462 42%	850 51% cfj	40 42%	204 59% nop	510 45%	714 49%	606 46%
Neither agree nor disagree	302 11%	15 14%	261 11%	85 9%	68 11% i	6 6%	47 15% cij	73 13% cij	10 10%	- -%	101 9%	200 12% cij	11 11% i	42 12%	125 11%	167 11%	136 10%
Disagree slightly	262 9%	12 12%	221 9%	91 10%	65 10%	7 7%	31 10%	54 10%	4 4%	2 5%	102 9%	159 10%	8 8%	25 7%	118 10%	143 10%	120 9%
Disagree strongly	816 29%	35 32% b	597 25%	352 38% dfgk	135 21%	36 39% dgk	91 28% dg	114 21%	29 31% dg	23 58% cdfghjkl	417 37% dfgk	399 24%	36 37% dgk	70 20%	338 30% m	408 28% m	408 31% m
TOTAL DISAGREE	1079 39%	47 44% b	818 35%	443 48% dfghk	200 31%	42 46% dgk	122 38% dg	168 31%	33 35%	25 64% dfghjk	519 47% dfghk	558 34%	43 45% dgk	95 28%	456 41% m	551 38% m	528 40% m
Don't know	83 3%	4 3%	63 3%	26 3%	20 3%	4 4%	18 6% cgj	14 2%	1 1%	- -%	31 3%	53 3%	2 2%	5 1%	32 3%	37 3%	46 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 50**

**Q32. SHOWCARD** To what extent do you agree or disagree with the following statement about your landline (home phone)? 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline' (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Agree strongly	878 32%	61 9%	205 12%	198 41%	476 75%	132 13%	356 18%	157 44%	364 78%	141 13%	367 18%	161 47%	350 79%	622 46%	770 38%	30 9%	66 22%
			a	ab	abc		e	ef	efg		i	ij	ijk	nop	op		o
Agree slightly	442 16%	76 11%	260 16%	124 26%	57 9%	130 13%	316 16%	93 26%	33 7%	142 13%	327 16%	85 25%	29 7%	222 16%	375 19%	36 11%	20 7%
			ad	abd		h	eh	efh		l	il	ijl		op	op		
TOTAL AGREE	1320 47%	137 19%	464 28%	322 67%	533 84%	262 26%	672 34%	250 70%	397 85%	283 26%	694 35%	247 73%	379 85%	844 62%	1146 57%	66 21%	87 28%
			a	ab	abc		e	ef	efg		i	ij	ijk	nop	op		o
Neither agree nor disagree	302 11%	54 8%	189 11%	67 14%	47 7%	91 9%	222 11%	48 14%	32 7%	93 9%	226 11%	46 14%	30 7%	129 10%	221 11%	53 17%	17 6%
			ad	ad			h	eh			il	il		p	p	mnp	
Disagree slightly	262 9%	88 12%	205 12%	44 9%	13 2%	118 12%	223 11%	28 8%	12 2%	132 12%	233 12%	21 6%	9 2%	118 9%	180 9%	43 14%	26 9%
		d	d	d		h	h	h		kl	kl	l				mn	
Disagree strongly	816 29%	405 57%	752 45%	40 8%	25 4%	507 50%	781 40%	22 6%	13 3%	544 50%	787 39%	18 5%	11 3%	227 17%	396 20%	147 47%	165 54%
		bcd	cd	d		fgh	gh	h		jkl	kl				mn	mn	
TOTAL DISAGREE	1079 39%	493 70%	957 57%	84 17%	37 6%	625 62%	1004 51%	50 14%	25 5%	676 62%	1020 51%	39 11%	20 4%	346 26%	576 29%	190 60%	191 63%
		bcd	cd	d		fgh	gh	h		jkl	kl	l			mn	mn	
Don't know	83 3%	25 4%	57 3%	10 2%	17 3%	30 3%	60 3%	8 2%	16 3%	33 3%	61 3%	8 2%	14 3%	34 3%	62 3%	7 2%	10 3%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 50**

**Q32. SHOWCARD** To what extent do you agree or disagree with the following statement about your landline (home phone)? 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline' (SINGLE CODE)

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS	
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'D	RUN FROM HOME
		AGREE	DISAGREE	DISAGREE												
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Agree strongly	878	878	878	-	-	-	33	20	70	699	11	630	65	184	100	33
	32%	100%	67%	-%	-%	-%	7%	8%	8%	50%	10%	38%	10%	36%	36%	33%
		bcde	cde							fghj		l		l		
Agree slightly	442	-	442	-	-	-	41	40	91	253	16	302	56	83	51	17
	16%	-%	33%	-%	-%	-%	8%	16%	11%	18%	14%	18%	9%	16%	19%	17%
			acde					f		fh		l		l		
TOTAL AGREE	1320	878	1320	-	-	-	74	61	160	952	27	931	121	267	151	50
	47%	100%	100%	-%	-%	-%	15%	24%	19%	68%	23%	57%	19%	52%	55%	50%
		cde	cde					f		fghj	f	l		l		
Neither agree nor disagree	302	-	-	-	-	302	38	31	80	142	13	193	58	51	31	10
	11%	-%	-%	-%	-%	78%	8%	12%	10%	10%	11%	12%	9%	10%	11%	10%
						abcd										
Disagree slightly	262	-	-	-	262	-	47	36	94	109	13	155	64	43	25	12
	9%	-%	-%	-%	24%	-%	10%	14%	11%	8%	11%	9%	10%	8%	9%	12%
					abce			i	i							
Disagree strongly	816	-	-	816	816	-	317	118	470	154	60	310	380	126	66	29
	29%	-%	-%	100%	76%	-%	64%	46%	56%	11%	52%	19%	60%	25%	24%	29%
				abde	abe		ghij	i	gi		i		km	k		
TOTAL DISAGREE	1079	-	-	816	1079	-	364	154	564	263	73	466	443	170	91	40
	39%	-%	-%	100%	100%	-%	74%	60%	68%	19%	63%	28%	70%	33%	33%	41%
				abe	abe		ghij	i	gi		i		km			
Don't know	83	-	-	-	-	83	16	11	29	41	3	52	10	22	3	-
	3%	-%	-%	-%	-%	22%	3%	4%	4%	3%	2%	3%	2%	4%	1%	-%
						abcd						l		l		
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1271	619	652	145	294	274	250	170	103	35	568	138	391	364	232	283	145	138
Effective Weighted Sample	1048	517	531	129	254	233	210	138	83	31	479	114	304	307	203	237	125	112
Total	1320	641	678	181	383	272	248	132	74	29	655	103	397	374	276	271	147	124
If I didn't need a landline in order to get broadband	842 64%	433 67% b	410 60%	122 67% ghik	266 70% ghik	175 64% gik	162 65% gik	64 49%	40 54%	12 41%	442 67% ghik	52 50%	233 59%	240 64%	192 70% l	176 65%	91 62%	85 68%
If it reduced the cost of my line rental and I could still get fixed broadband	249 19%	112 17%	137 20%	40 22%	66 17%	46 17%	42 17%	33 25% j	17 23%	4 13%	113 17%	21 20%	72 18%	75 20%	56 20%	45 17%	28 19%	17 14%
If it was cheaper to use mobiles	136 10%	66 10%	70 10%	15 8%	31 8%	30 11%	32 13%	17 13%	6 8%	6 19% d	61 9%	12 11%	44 11%	40 11%	30 11%	21 8%	12 8%	9 7%
If it was more convenient/ easier to use mobiles	120 9%	64 10%	56 8%	16 9%	30 8%	27 10%	16 6%	15 11%	14 19% cdefij	1 2%	57 9%	15 14% f	50 13% no	38 10%	15 5%	18 6%	10 7%	8 6%
If the price of making calls on my landline was too high	81 6%	39 6%	42 6%	10 6%	13 3%	19 7%	14 6%	8 6%	13 17% cdefgj	4 14% dj	31 5%	17 16% cdefgj	28 7%	15 4%	17 6%	21 8%	9 6%	12 10% m
Any circumstances - just happy to give up the landline	39 3%	11 2%	28 4% a	7 4%	13 4%	9 3%	5 2%	3 2%	1 1%	* 1%	23 4%	1 1%	18 5% n	12 3%	3 1%	6 2%	4 3%	2 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	1271	619	652	145	294	274	250	170	103	35	568	138	391	364	232	283	145	138
Effective Weighted Sample	1048	517	531	129	254	233	210	138	83	31	479	114	304	307	203	237	125	112
Total	1320	641	678	181	383	272	248	132	74	29	655	103	397	374	276	271	147	124
If the reliability of the connection wasn't good enough	29 2%	17 3%	12 2%	5 3%	7 2%	7 2%	2 1%	4 3%	4 6% f	- -%	14 2%	4 4% f	14 3%	7 2%	4 2%	3 1%	1 *% p	3 2%
If it was more convenient/ easier to use online calls/ VoIP/ Skype/ FaceTime calls online	27 2%	13 2%	14 2%	8 4% f	9 2%	5 2%	1 1%	2 1%	1 2%	1 4%	14 2%	2 2%	14 4%	5 1%	4 1%	4 1%	1 *% p	3 2%
If older relatives didn't require the landline	16 1%	6 1%	10 1%	1 *% f	1 *% f	3 1%	4 2%	5 4% cdej	1 1%	1 5% cdj	4 1%	2 2%	5 1%	3 1%	4 2%	3 1%	- -% p	3 3%
If the quality of customer service wasn't good enough	12 1%	5 1%	8 1%	- -% f	2 1%	5 2%	1 1%	1 1%	2 3% c	1 3% c	7 1%	3 3% cd	9 2% m	1 *% m	1 *% m	1 *% m	1 1% p	- -% q
If I could keep the bundled services	4 *% f	3 *% f	2 *% f	- -% f	- -% f	3 1% f	* *% f	- -% f	1 1% f	- -% f	3 *% f	1 1% f	4 1% f	1 *% f	- -% f	- -% f	- -% f	- -% f
If I could keep my number/ email	3 *% f	* *% f	2 *% f	- -% f	- -% f	1 *% f	1 *% f	* *% f	* *% f	- -% f	1 *% f	* *% f	1 *% f	2 1% f	- -% f	- -% f	- -% f	- -% f
Other circumstances	6 *% f	5 1% f	1 *% f	1 1% f	- -% f	1 *% f	- -% f	2 1% f	- -% f	2 6% f cdefhj	1 *% f	2 2% f dj	- -% f	2 1% f	2 1% f	1 *% f	1 1% f	- -% f

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1271	619	652	145	294	274	250	170	103	35	568	138	391	364	232	283	145	138
Effective Weighted Sample	1048	517	531	129	254	233	210	138	83	31	479	114	304	307	203	237	125	112
Total	1320	641	678	181	383	272	248	132	74	29	655	103	397	374	276	271	147	124
Don't know	60	24	36	11	23	7	10	3	2	4	29	7	16	18	10	16	10	6
	5%	4%	5%	6%	6%	2%	4%	3%	3%	14%	4%	6%	4%	5%	4%	6%	6%	5%

efghj

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	1271	103	884	35	248	214	180	189	173	148	367	1061	110	52	48	1106	165	
Effective Weighted Sample	1048	87	734	27	211	176	143	151	141	114	325	887	103	46	45	919	129	
Total	1320	78	969	25	246	212	181	204	177	145	400	1117	64	79	60	1154	166	
If I didn't need a landline in order to get broadband	842 64%	40 51%	625 65% a	12 48%	164 67% a	133 63%	113 62%	127 62%	109 62%	77 53%	283 71% i	690 62%	42 67%	59 75%	51 85% kl	740 64%	102 61%	
If it reduced the cost of my line rental and I could still get fixed broadband	249 19%	18 22%	186 19%	3 13%	42 17%	34 16%	40 22%	52 25% eij	39 22%	22 15%	62 16%	214 19%	16 25%	9 12%	9 15%	220 19%	28 17%	
If it was cheaper to use mobiles	136 10%	10 12%	105 11%	2 9%	19 8%	23 11%	19 11%	27 13%	22 12%	11 8%	34 8%	124 11% m	8 12% m	1 1%	3 5%	119 10%	17 10%	
If it was more convenient/ easier to use mobiles	120 9%	12 16% bd	90 9%	2 10%	15 6%	18 8%	10 5%	16 8%	20 11%	24 16% efgj	32 8%	109 10%	4 7%	1 2%	4 7%	95 8%	25 15% o	
If the price of making calls on my landline was too high	81 6%	10 13% bd	49 5%	7 27% bd	14 6%	19 9%	15 8%	11 5%	8 4%	6 4%	23 6%	70 6%	3 5%	4 4%	4 7%	71 6%	10 6%	
Any circumstances - just happy to give up the landline	39 3%	* *%	33 3%	1 2%	5 2%	8 4% i	5 3%	8 4% i	4 2%	10 7% i	4 1%	38 3%	- -%	2 2%	- -%	38 3%	1 1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1271	103	884	35	248	214	180	189	173	148	367	1061	110	52	48	1106	165
Effective Weighted Sample	1048	87	734	27	211	176	143	151	141	114	325	887	103	46	45	919	129
Total	1320	78	969	25	246	212	181	204	177	145	400	1117	64	79	60	1154	166
If the reliability of the connection wasn't good enough	29 2%	3 4%	22 2%	1 4%	2 1%	3 1%	4 2%	3 1%	1 1%	4 3%	14 3%	27 2%	1 2%	- -%	- -%	26 2%	3 2%
If it was more convenient/ easier to use online calls/ VoIP/ Skype/ FaceTime calls online	27 2%	* 1%	22 2%	2 7% ad	2 1%	3 1%	3 2%	* **%	7 4% g	6 4% g	7 2%	23 2%	1 2%	2 2%	- -%	26 2%	1 1%
If older relatives didn't require the landline	16 1%	2 2%	11 1%	1 3%	3 1%	3 2%	1 1%	1 1%	2 1%	3 2%	5 1%	15 1%	1 2%	- -%	- -%	15 1%	* **%
If the quality of customer service wasn't good enough	12 1%	3 3% bd	8 1%	1 3%	1 *%	1 1%	1 1%	3 1%	1 1%	1 1%	4 1%	11 1%	1 2%	- -%	- -%	10 1%	2 1%
If I could keep the bundled services	4 *%	1 1%	3 *%	- -%	- -%	- -%	1 1%	1 *%	1 1%	1 1%	- -%	3 *%	- -%	1 1%	1 1%	4 *%	1 *%
If I could keep my number/ email	3 *%	* *%	2 *%	- -%	- -%	- -%	* *%	- -%	1 *%	1 1%	* *%	3 *%	- -%	- -%	- -%	2 *%	* *%
Other circumstances	6 *%	2 2% b	3 *%	- -%	1 1%	3 1%	- -%	- -%	- -%	* *%	3 1%	6 1%	- -%	- -%	- -%	6 1%	- -%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SEG & AGE					INCOME					COUNTRY				URBANITY		
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1271	103	884	35	248	214	180	189	173	148	367	1061	110	52	48	1106	165
Effective Weighted Sample	1048	87	734	27	211	176	143	151	141	114	325	887	103	46	45	919	129
Total	1320	78	969	25	246	212	181	204	177	145	400	1117	64	79	60	1154	166
Don't know	60	5	39	1	15	7	10	7	11	3	22	55	4	1	-	55	5
	5%	7%	4%	6%	6%	3%	5%	3%	6%	2%	6%	5%	6%	1%	-%	5%	3%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	1271	1197	1271	1248	1223	109	1231	785	600	48	1223	23	1248	1205	43	18	5
Effective Weighted Sample	1048	987	1048	1029	1004	88	1012	654	502	45	1004	19	1029	990	40	14	5
Total	1320	1232	1320	1298	1255	114	1265	816	634	65	1255	22	1298	1239	59	16	6
If I didn't need a landline in order to get broadband	842 64%	796 65%	842 64%	835 64%	820 65% e	62 54%	825 65% e	531 65% e	427 67% e	22 34%	820 65% in	7 32%	835 64% in	814 66% in	21 36%	6 38%	1 17%
If it reduced the cost of my line rental and I could still get fixed broadband	249 19%	228 19%	249 19%	245 19%	235 19%	23 20%	235 19%	159 20%	125 20%	13 21%	235 19%	4 16%	245 19%	233 19%	12 21%	2 16%	1 17%
If it was cheaper to use mobiles	136 10%	125 10%	136 10%	133 10%	122 10%	15 13%	124 10%	77 9%	66 10%	14 22% jlm	122 10%	3 12%	133 10%	119 10%	14 24% jlm	3 17%	- -%
If it was more convenient/ easier to use mobiles	120 9%	115 9%	120 9%	118 9%	116 9%	16 14%	116 9%	72 9%	62 10%	3 5%	116 9%	2 7%	118 9%	115 9%	3 6%	2 10%	- -%
If the price of making calls on my landline was too high	81 6%	79 6%	81 6%	77 6%	71 6%	10 9%	71 6%	52 6%	38 6%	9 15% jlm	71 6%	4 17%	77 6%	69 6%	8 14% jlm	2 15%	1 23%
Any circumstances - just happy to give up the landline	39 3%	28 2%	39 3%	39 3%	39 3%	5 4%	39 3%	18 2%	12 2%	- -%	39 3%	- -%	39 3%	39 3%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	1271	1197	1271	1248	1223	109	1231	785	600	48	1223	23	1248	1205	43	18	5
Effective Weighted Sample	1048	987	1048	1029	1004	88	1012	654	502	45	1004	19	1029	990	40	14	5
Total	1320	1232	1320	1298	1255	114	1265	816	634	65	1255	22	1298	1239	59	16	6
If the reliability of the connection wasn't good enough	29 2%	29 2%	29 2%	28 2%	27 2%	5 4%	27 2%	20 2%	14 2%	2 3%	27 2%	1 4%	28 2%	26 2%	2 3%	1 6%	- -%
If it was more convenient/ easier to use online calls/ VoIP/ Skype/ FaceTime calls online	27 2%	25 2%	27 2%	27 2%	23 2%	5 4%	25 2%	19 2%	23 4% d	4 6%	23 2%	- -%	27 2%	23 2%	4 6% jm	- -%	- -%
If older relatives didn't require the landline	16 1%	16 1%	16 1%	15 1%	15 1%	2 2%	15 1%	9 1%	10 2%	1 2%	15 1%	1 6%	15 1%	15 1%	- -%	- -%	1 22%
If the quality of customer service wasn't good enough	12 1%	12 1%	12 1%	10 1%	12 1%	1 1%	12 1%	11 1%	7 1%	- -%	12 1%	2 8%	10 1%	10 1%	- -%	2 12%	- -%
If I could keep the bundled services	4 *%	4 *%	4 *%	4 *%	4 *%	- -%	4 *%	4 1%	3 *%	- -%	4 *%	- -%	4 *%	4 *%	- -%	- -%	- -%
If I could keep my number/ email	3 *%	3 *%	3 *%	3 *%	3 *%	- -%	3 *%	2 *%	2 *%	- -%	3 *%	- -%	3 *%	3 *%	- -%	- -%	- -%
Other circumstances	6 *%	6 *%	6 *%	5 *%	5 *%	- -%	5 *%	4 1%	3 *%	1 2%	5 *%	1 3%	5 *%	4 *%	1 2%	1 5%	- -%
Don't know	60 5%	53 4%	60 5%	59 5%	54 4%	3 3%	55 4%	39 5%	29 5%	6 10%	54 4%	1 6%	59 5%	54 4%	5 9%	- -%	1 21%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	1271	118	1098	406	319	38	127	268	51	16	495	770	38	169	534	703	568
Effective Weighted Sample	1048	97	943	300	278	33	110	234	41	12	374	668	33	146	437	579	469
Total	1320	42	1204	372	364	40	134	295	50	14	462	850	40	204	510	714	606
If I didn't need a landline in order to get broadband	842 64%	14 34%	801 66% a	219 59%	247 68% c	28 69%	90 67%	176 60%	35 71%	10 74%	282 61%	558 66% c	32 80% cgj	130 64%	343 67%	473 66%	370 61%
If it reduced the cost of my line rental and I could still get fixed broadband	249 19%	8 19%	226 19%	61 16%	69 19%	4 11%	26 19%	69 23% cj	10 20%	2 17%	76 16%	173 20%	6 15%	46 22%	98 19%	143 20%	105 17%
If it was cheaper to use mobiles	136 10%	7 16% b	114 9%	42 11%	26 7%	4 10%	16 12%	30 10%	8 16%	2 12%	54 12%	80 9%	7 16%	18 9%	60 12%	78 11%	58 10%
If it was more convenient/ easier to use mobiles	120 9%	7 18% b	108 9%	41 11%	27 7%	3 7%	9 7%	28 9%	8 16%	1 8%	52 11%	68 8%	4 9%	23 11%	52 10%	75 10%	45 7%
If the price of making calls on my landline was too high	81 6%	3 7%	68 6%	29 8%	16 4%	3 7%	13 10% d	13 5%	3 7%	1 9%	36 8%	45 5%	1 2%	13 6%	35 7%	48 7%	33 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

		PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER							SWITCHING LANDLINE						
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	1271	118	1098	406	319	38	127	268	51	16	495	770	38	169	534	703	568
Effective Weighted Sample	1048	97	943	300	278	33	110	234	41	12	374	668	33	146	437	579	469
Total	1320	42	1204	372	364	40	134	295	50	14	462	850	40	204	510	714	606
Any circumstances - just happy to give up the landline	39 3%	1 3%	38 3%	16 4%	12 3%	- -%	1 1%	9 3%	1 1%	- -%	16 4%	23 3%	- -%	6 3%	14 3%	21 3%	18 3%
If the reliability of the connection wasn't good enough	29 2%	* 1%	26 2%	12 3%	8 2%	1 3%	1 1%	4 1%	2 4%	- -%	15 3%	13 2%	- -%	2 1%	17 3%	19 3%	10 2%
If it was more convenient/ easier to use online calls/ VoIP/ Skype/ FaceTime calls online	27 2%	1 3%	20 2%	8 2%	12 3%	2 4%	2 1%	2 1%	- -%	- -%	9 2%	17 2%	2 4%	5 2%	12 2%	17 2%	10 2%
If older relatives didn't require the landline	16 1%	1 3%	13 1%	5 1%	2 1%	- -%	- -%	8 3%	* -%	1 4%	5 1%	11 1%	- -%	3 1%	7 1%	9 1%	7 1%
If the quality of customer service wasn't good enough	12 1%	* 1%	12 1%	5 1%	2 1%	- -%	1 1%	4 1%	- -%	- -%	5 1%	7 1%	- -%	1 1%	6 1%	7 1%	5 1%
If I could keep the bundled services	4 *%	- -%	4 *%	1 *%	1 *%	- -%	- -%	2 1%	- -%	- -%	1 *%	3 *%	- -%	- -%	3 1%	3 *%	1 *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	1271	118	1098	406	319	38	127	268	51	16	495	770	38	169	534	703	568
Effective Weighted Sample	1048	97	943	300	278	33	110	234	41	12	374	668	33	146	437	579	469
Total	1320	42	1204	372	364	40	134	295	50	14	462	850	40	204	510	714	606
If I could keep my number/ email	3	*	2	1	1	-	-	1	-	-	1	2	-	1	1	2	1
	%	1%	%	%	%	%	%	%	%	%	%	%	%	1%	%	%	%
Other circumstances	6	*	5	1	2	-	-	3	-	-	1	5	-	-	4	4	2
	%	1%	%	%	1%	%	%	1%	%	%	%	1%	%	%	1%	1%	%
Don't know	60	1	50	13	21	3	5	12	1	2	17	39	-	7	13	20	40
	5%	2%	4%	3%	6%	8%	3%	4%	1%	13%	4%	5%	%	3%	3%	3%	7% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1271	150	492	332	447	288	716	231	324	311	736	227	308	762	1099	71	78
Effective Weighted Sample	1048	120	397	271	386	231	580	190	285	250	597	186	273	658	913	54	63
Total	1320	137	464	322	533	262	672	250	397	283	694	247	379	844	1146	66	87
If I didn't need a landline in order to get broadband	842	59	223	225	394	138	363	180	300	149	374	184	284	615	754	29	53
	64%	43%	48%	70%	74%	53%	54%	72%	75%	53%	54%	75%	75%	73%	66%	44%	61%
				ab	ab			ef	ef			ij	ij	nop	o		
If it reduced the cost of my line rental and I could still get fixed broadband	249	27	99	70	80	51	143	47	58	54	149	44	56	135	216	15	14
	19%	19%	21%	22%	15%	19%	21%	19%	15%	19%	21%	18%	15%	16%	19%	23%	16%
			d	d			h				l						
If it was cheaper to use mobiles	136	29	76	36	24	38	95	25	16	47	97	23	16	72	115	8	10
	10%	21%	16%	11%	4%	14%	14%	10%	4%	17%	14%	9%	4%	9%	10%	12%	12%
		cd	d	d		h	h	h		kl	l	l					
If it was more convenient/ easier to use mobiles	120	26	69	28	22	44	84	21	14	47	87	18	14	64	102	10	6
	9%	19%	15%	9%	4%	17%	13%	9%	4%	17%	13%	7%	4%	8%	9%	15%	7%
		cd	cd	d		gh	h	h		kl	l						
If the price of making calls on my landline was too high	81	18	54	20	7	32	67	11	2	33	70	9	2	45	71	4	2
	6%	13%	12%	6%	1%	12%	10%	5%	1%	12%	10%	4%	1%	5%	6%	7%	2%
		cd	cd	d		gh	gh	h		kl	kl	l					

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1271	150	492	332	447	288	716	231	324	311	736	227	308	762	1099	71	78
Effective Weighted Sample	1048	120	397	271	386	231	580	190	285	250	597	186	273	658	913	54	63
Total	1320	137	464	322	533	262	672	250	397	283	694	247	379	844	1146	66	87
Any circumstances - just happy to give up the landline	39 3%	1 1%	2 *%	6 2%	31 6% abc	2 1%	7 1%	8 3% f	24 6% ef	2 1%	7 1%	8 3% j	24 6% ij	20 2%	27 2%	6 10% mn	6 7% mn
If the reliability of the connection wasn't good enough	29 2%	6 4% d	15 3% d	8 2%	6 1%	7 3%	20 3%	3 1%	6 1%	9 3%	20 3%	3 1%	6 2%	22 3%	27 2%	- -%	* *%
If it was more convenient/ easier to use online calls/ VoIP/ Skype/ FaceTime calls online	27 2%	3 2%	13 3%	8 3%	5 1%	6 2%	18 3%	3 1%	5 1%	6 2%	19 3%	3 1%	4 1%	19 2%	24 2%	1 2%	1 1%
If older relatives didn't require the landline	16 1%	3 3% c	12 3% cd	1 *%	3 1%	8 3% h	13 2% h	3 1%	- -%	8 3% l	14 2% l	2 1%	- -%	5 1%	13 1%	2 3%	- -%
If the quality of customer service wasn't good enough	12 1%	4 3% c	7 2%	1 *%	4 1%	4 2%	8 1%	1 1%	3 1%	4 1%	8 1%	1 1%	3 1%	5 1%	9 1%	- -%	1 1%
If I could keep the bundled services	4 *%	- -%	1 *%	1 *%	2 *%	1 *%	2 *%	2 1%	1 *%	1 *%	2 *%	2 1%	1 *%	2 *%	4 *%	1 1%	- -%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1271	150	492	332	447	288	716	231	324	311	736	227	308	762	1099	71	78
Effective Weighted Sample	1048	120	397	271	386	231	580	190	285	250	597	186	273	658	913	54	63
Total	1320	137	464	322	533	262	672	250	397	283	694	247	379	844	1146	66	87
If I could keep my number/ email	3	-	2	*	-	1	2	*	-	1	2	*	-	2	2	-	*
	%	-%	%	%	-%	%	%	%	-%	%	%	%	-%	%	%	-%	%
Other circumstances	6	1	3	3	-	2	5	1	-	2	5	1	-	3	5	-	-
	%	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	-%	%	%	-%	-%
				d													
Don't know	60	14	34	5	22	19	40	4	17	19	40	4	17	33	55	1	3
	5%	10%	7%	1%	4%	7%	6%	1%	4%	7%	6%	1%	5%	4%	5%	2%	3%
		cd	c			g	g			k	k						

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	*c	*d	*e	f	g	h	i	*j	k	l	m	n	o	
Unweighted total	1271	796	1271	-	-	-	83	64	174	864	26	833	166	271	142	45
Effective Weighted Sample	1048	675	1048	-	-	-	67	52	138	737	18	698	137	228	111	40
Total	1320	878	1320	-	-	-	74	61	160	952	27	931	121	267	151	50
If I didn't need a landline in order to get broadband	842	649	842	-	-	-	19	19	50	738	3	616	56	170	83	30
	64%	74% b	64%	-%	-%	-%	25%	32%	31%	77% fgh	9%	66% l	47%	64% l	55%	61%
If it reduced the cost of my line rental and I could still get fixed broadband	249	133	249	-	-	-	13	18	35	164	9	176	23	50	35	10
	19%	15% a	19%	-%	-%	-%	17%	30% i	22%	17%	33%	19%	19%	19%	23%	20%
If it was cheaper to use mobiles	136	55	136	-	-	-	9	12	22	78	6	92	17	27	21	11
	10%	6% a	10%	-%	-%	-%	13%	19% i	14% i	8%	23%	10%	14%	10%	14%	21%
If it was more convenient/ easier to use mobiles	120	54	120	-	-	-	18	5	24	62	11	79	18	23	16	6
	9%	6% a	9%	-%	-%	-%	24% gi	9%	15% i	7%	41%	8%	15% km	8%	10%	11%
If the price of making calls on my landline was too high	81	40	81	-	-	-	11	6	21	37	3	44	19	18	14	3
	6%	5%	6%	-%	-%	-%	15% i	10% i	13% i	4%	12%	5%	16% km	7%	10%	6%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	*c	*d	*e	f	g	h	i	*j	k	l	m	n	o
Unweighted total	1271	796	1271	-	-	-	83	64	174	864	26	833	166	271	142	45
Effective Weighted Sample	1048	675	1048	-	-	-	67	52	138	737	18	698	137	228	111	40
Total	1320	878	1320	-	-	-	74	61	160	952	27	931	121	267	151	50
Any circumstances - just happy to give up the landline	39 3%	35 4%	39 3%	- -%	- -%	- -%	- -%	1 1%	2 1%	28 3%	- -%	31 3%	1 1%	8 3%	4 3%	- -%
If the reliability of the connection wasn't good enough	29 2%	20 2%	29 2%	- -%	- -%	- -%	2 3%	3 6% i	7 4% i	16 2%	1 4%	14 2%	5 4% k	9 3%	6 4%	1 2%
If it was more convenient/ easier to use online calls/ VoIP/ Skype/ FaceTime calls online	27 2%	11 1%	27 2%	- -%	- -%	- -%	3 4%	3 5%	6 4%	19 2%	- -%	21 2%	2 2%	3 1%	5 3%	3 6%
If older relatives didn't require the landline	16 1%	5 1%	16 1%	- -%	- -%	- -%	- -%	2 3% i	2 1%	4 *%	- -%	11 1%	2 2%	3 1%	5 4%	2 5%
If the quality of customer service wasn't good enough	12 1%	5 1%	12 1%	- -%	- -%	- -%	1 1%	2 3%	3 2%	7 1%	1 3%	8 1%	3 3% k	1 1%	3 2%	- -%
If I could keep the bundled services	4 *%	2 *%	4 *%	- -%	- -%	- -%	- -%	1 1%	1 *%	1 *%	- -%	4 *%	- -%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 51**

**Q33. Under which circumstances would you be prepared to give up the ability to make and receive calls from your landline? Which other circumstances? (MULTI CODE)**

Base : Those who agree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	*c	*d	*e	f	g	h	i	*j	k	l	m	n	o	
Unweighted total	1271	796	1271	-	-	-	83	64	174	864	26	833	166	271	142	45
Effective Weighted Sample	1048	675	1048	-	-	-	67	52	138	737	18	698	137	228	111	40
Total	1320	878	1320	-	-	-	74	61	160	952	27	931	121	267	151	50
If I could keep my number/ email	3	-	3	-	-	-	-	-	-	*	-	2	1	-	1	2
	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%	4%
Other circumstances	6	4	6	-	-	-	2	-	3	2	-	2	3	1	-	-
	*%	*%	*%	-%	-%	-%	2%	-%	2%	*%	-%	*%	3%	*%	-%	-%
							i		i				k			
Don't know	60	28	60	-	-	-	11	8	20	27	-	33	7	20	6	-
	5%	3%	5%	-%	-%	-%	15%	13%	12%	3%	-%	3%	6%	8%	4%	-%
							i	i	i					k		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1134	539	595	28	65	123	182	224	272	240	188	512	289	307	238	299	143	156
Effective Weighted Sample	943	443	502	26	58	106	150	181	236	208	160	441	226	255	208	256	125	131
Total	1079	530	549	37	94	123	189	189	220	226	217	446	273	285	248	271	135	136
Reliability of the connection	374	179	195	14	28	55	74	65	66	73	83	139	114	86	82	93	42	51
	35%	34%	35%	37%	30%	44%	39%	35%	30%	32%	38%	31%	42%	30%	33%	34%	31%	37%
						hik							m					
I prefer to make calls from my landline	347	150	197	9	23	21	46	60	88	100	44	188	78	87	89	92	47	45
	32%	28%	36%	25%	25%	17%	24%	32%	40%	44%	20%	42%	29%	31%	36%	34%	34%	33%
			a					ej	defj	defgj		defgj						
I need a landline in order to get broadband	250	133	117	18	34	39	45	45	39	30	73	68	63	73	58	56	30	26
	23%	25%	21%	49%	36%	32%	24%	24%	18%	13%	34%	15%	23%	26%	24%	21%	22%	19%
					hik	hik	ik	ik			hik							
The price of making calls on my landline is low/ good value	188	100	88	4	22	24	36	34	39	29	46	68	44	48	46	50	29	21
	17%	19%	16%	12%	23%	20%	19%	18%	18%	13%	21%	15%	16%	17%	18%	19%	21%	16%
											i							
Habit/ always used landline	125	63	61	4	4	6	15	19	35	41	11	76	34	30	30	30	14	16
	12%	12%	11%	11%	5%	5%	8%	10%	16%	18%	5%	17%	12%	11%	12%	11%	10%	12%
									defj	defgj		defgj						
Less convenient/ less easy to use mobiles	122	56	66	-	5	9	22	23	33	31	14	64	46	36	19	21	10	12
	11%	11%	12%	-%	5%	7%	12%	12%	15%	14%	6%	14%	17%	13%	8%	8%	7%	9%
									dj	j		dj	nopq					
No reason to change	115	60	55	4	6	7	17	19	25	37	13	62	31	27	32	25	12	14
	11%	11%	10%	12%	7%	5%	9%	10%	11%	16%	6%	14%	11%	10%	13%	9%	9%	10%
									efj	efj		ej						

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	1134	539	595	28	65	123	182	224	272	240	188	512	289	307	238	299	143	156
Effective Weighted Sample	943	443	502	26	58	106	150	181	236	208	160	441	226	255	208	256	125	131
Total	1079	530	549	37	94	123	189	189	220	226	217	446	273	285	248	271	135	136
Need for older relatives to use	52 5%	26 5%	27 5%	3 8%	6 7%	8 7%	9 5%	11 6%	9 4%	6 3%	15 7%	14 3%	14 5%	17 6%	13 5%	7 3%	6 5%	1 1%
Don't have/ use a mobile	47 4%	22 4%	25 5%	- -%	- -%	1 1%	1 1%	6 3%	12 5%	28 12%	1 *%	40 9%	5 2%	8 3%	14 6%	20 7%	6 4%	14 11%
Concerned I could lose my landline number	33 3%	19 4%	14 3%	- -%	3 3%	4 4%	4 2%	8 4%	7 3%	7 3%	7 3%	14 3%	10 4%	10 3%	7 3%	6 2%	2 1%	5 3%
Too much hassle to change	20 2%	8 2%	12 2%	- -%	1 1%	- -%	1 1%	4 2%	2 1%	11 5%	1 1%	13 3%	2 1%	5 2%	7 3%	6 2%	2 1%	4 3%
Quality of customer service	16 1%	9 2%	7 1%	1 3%	- -%	2 1%	3 2%	5 3%	4 2%	2 1%	2 1%	5 1%	4 1%	4 1%	4 1%	5 2%	3 2%	2 1%
Less convenient/ less easy to use online calls/ VoIP/ Skype/ FaceTime calls online	4 *%	3 1%	1 *%	- -%	- -%	- -%	1 1%	* *%	2 1%	1 *%	- -%	3 1%	3 1%	- -%	1 *%	- -%	- -%	- -%
Don't have access to/ use online calls/ VoIP/ Skype/ FaceTime calls online	3 *%	1 *%	3 *%	1 3%	- -%	- -%	1 1%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 1%	2 1%	2 1%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

		GENDER		AGE									SEG					
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	1134	539	595	28	65	123	182	224	272	240	188	512	289	307	238	299	143	156
Effective Weighted Sample	943	443	502	26	58	106	150	181	236	208	160	441	226	255	208	256	125	131
Total	1079	530	549	37	94	123	189	189	220	226	217	446	273	285	248	271	135	136
Call screening/ caller display	2	2	*	-	-	-	2	-	-	-	-	-	*	-	-	2	-	2
	*%	*%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	-%	1%	-%	1%
							k											
Don't know	4	2	2	2	-	-	1	-	2	-	-	2	-	3	1	1	1	-
	*%	*%	*%	4%	-%	-%	*%	-%	1%	-%	-%	*%	-%	1%	*%	*%	*%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	1134	386	448	126	173	234	173	134	97	69	427	936	100	81	17	932	202
Effective Weighted Sample	943	331	366	110	146	200	139	104	74	52	377	800	92	72	14	779	165
Total	1079	339	468	108	164	219	162	129	90	66	413	886	55	118	19	906	172
Reliability of the connection	374	112	169	27	66	76	52	53	38	22	132	311	19	38	6	296	78
	35%	33%	36%	25%	40%	35%	32%	41%	42%	34%	32%	35%	35%	32%	31%	33%	45%
			c		c												o
I prefer to make calls from my landline	347	141	114	47	45	87	56	35	21	11	137	269	25	44	10	299	49
	32%	42%	24%	44%	28%	40%	35%	27%	23%	16%	33%	30%	45%	37%	50%	33%	28%
		bd		bd		ghi	i				i		k				
I need a landline in order to get broadband	250	56	138	12	43	35	32	30	17	18	117	213	10	20	7	208	42
	23%	17%	30%	11%	27%	16%	20%	23%	19%	27%	28%	24%	18%	17%	38%	23%	25%
			ac		ac						e						
The price of making calls on my landline is low/ good value	188	54	83	14	36	27	43	27	16	10	65	157	9	17	5	166	22
	17%	16%	18%	13%	22%	12%	27%	21%	18%	15%	16%	18%	16%	14%	27%	18%	12%
							ej										
Habit/ always used landline	125	56	39	20	10	22	21	13	11	5	53	108	3	10	3	105	20
	12%	16%	8%	19%	6%	10%	13%	10%	12%	7%	13%	12%	6%	9%	15%	12%	12%
		bd		bd													
Less convenient/ less easy to use mobiles	122	56	45	8	13	22	23	18	13	11	36	103	5	14	-	100	22
	11%	16%	10%	8%	8%	10%	14%	14%	14%	16%	9%	12%	10%	12%	-%	11%	13%
		bcd															
No reason to change	115	51	39	11	14	22	13	14	5	6	54	99	4	11	1	99	16
	11%	15%	8%	11%	8%	10%	8%	11%	6%	9%	13%	11%	7%	9%	5%	11%	9%
		b															

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	1134	386	448	126	173	234	173	134	97	69	427	936	100	81	17	932	202
Effective Weighted Sample	943	331	366	110	146	200	139	104	74	52	377	800	92	72	14	779	165
Total	1079	339	468	108	164	219	162	129	90	66	413	886	55	118	19	906	172
Need for older relatives to use	52 5%	12 4%	33 7% a	2 2%	5 3%	6 3%	8 5%	9 7%	8 9% ej	6 8%	16 4%	47 5%	2 3%	3 3%	1 4%	44 5%	9 5%
Don't have/ use a mobile	47 4%	24 7% b	3 1%	16 15% abd	4 3%	17 8% fh	3 2%	6 5%	- -%	1 1%	21 5% h	33 4%	3 6%	11 9% k	- -%	43 5%	5 3%
Concerned I could lose my landline number	33 3%	10 3%	17 4%	4 4%	2 1%	4 2%	4 2%	3 2%	1 1%	3 4%	18 4%	29 3%	1 2%	2 1%	1 7%	30 3%	4 2%
Too much hassle to change	20 2%	8 2%	6 1%	5 5% bd	1 1%	4 2%	1 1%	2 1%	- -%	1 2%	12 3%	13 1%	1 1%	6 5% k	- -%	17 2%	3 2%
Quality of customer service	16 1%	4 1%	7 2%	1 1%	4 2%	1 *%	4 3%	2 1%	3 3%	1 2%	6 1%	13 2%	3 5% k	- -%	- -%	14 2%	2 1%
Less convenient/ less easy to use online calls/ VoIP/ Skype/ FaceTime calls online	4 *%	3 1%	1 *%	- -%	- -%	1 *%	- -%	1 1%	- -%	* *%	2 *%	4 *%	- -%	- -%	- -%	3 *%	1 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	1134	386	448	126	173	234	173	134	97	69	427	936	100	81	17	932	202
Effective Weighted Sample	943	331	366	110	146	200	139	104	74	52	377	800	92	72	14	779	165
Total	1079	339	468	108	164	219	162	129	90	66	413	886	55	118	19	906	172
Don't have access to/ use online calls/ VoIP/ Skype/ FaceTime calls online	3 *%	- -%	1 *%	- -%	2 1% a	- -%	1 1%	- -%	- -%	- -%	2 *%	3 *%	- -%	- -%	- -%	3 *%	- -%
Call screening/ caller display	2 *%	- -%	* *%	- -%	2 1%	2 1%	- -%	- -%	- -%	* *%	- -%	2 *%	- -%	- -%	- -%	2 *%	* *%
Don't know	4 *%	1 *%	2 *%	1 1%	- -%	1 *%	- -%	1 *%	2 2%	- -%	1 *%	3 *%	1 1%	- -%	- -%	3 *%	1 *%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1134	1130	1134	1009	949	78	957	572	325	185	949	125	1009	893	116	56	69
Effective Weighted Sample	943	939	943	833	774	65	782	470	265	170	774	110	833	728	106	47	63
Total	1079	1074	1079	957	870	83	878	554	313	209	870	122	957	822	135	48	74
Reliability of the connection	374 35%	373 35%	374 35%	344 36%	317 37% e	20 24%	318 36% e	200 36%	115 37% e	57 27%	317 37% ikp	30 25%	344 36% ikp	301 37% ikp	43 32%	16 34%	14 18%
I prefer to make calls from my landline	347 32%	346 32% h	347 32% h	300 31% h	254 29%	21 25%	260 30%	161 29%	78 25%	93 45% jlm	254 29%	47 39% jm	300 31%	240 29%	60 44% jlm	14 29%	34 45% jlm
I need a landline in order to get broadband	250 23%	248 23%	250 23%	239 25%	232 27%	26 32%	233 27%	147 26%	98 31% abc	18 9%	232 27% iknp	11 9% p	239 25% iknp	222 27% iknp	17 13% p	10 21% ikp	1 1%
The price of making calls on my landline is low/ good value	188 17%	188 17%	188 17%	176 18%	159 18%	21 26%	161 18%	97 17%	52 17%	29 14%	159 18% k	12 10%	176 18% kp	154 19% kp	23 17%	5 11%	6 9%
Habit/ always used landline	125 12%	125 12%	125 12%	110 12%	88 10%	12 14%	89 10%	46 8%	31 10%	37 18% jlm	88 10%	14 12%	110 12%	83 10%	28 21% jlm	5 11%	9 12%
Less convenient/ less easy to use mobiles	122 11%	122 11%	122 11%	113 12%	107 12%	6 7%	110 13%	67 12%	45 14%	15 7%	107 12%	9 7%	113 12%	101 12%	12 9%	6 12%	3 4%
No reason to change	115 11%	115 11%	115 11%	101 11%	85 10%	11 13%	85 10%	52 9%	29 9%	30 14%	85 10%	14 12%	101 11%	82 10%	18 14%	3 6%	12 16%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1134	1130	1134	1009	949	78	957	572	325	185	949	125	1009	893	116	56	69
Effective Weighted Sample	943	939	943	833	774	65	782	470	265	170	774	110	833	728	106	47	63
Total	1079	1074	1079	957	870	83	878	554	313	209	870	122	957	822	135	48	74
Need for older relatives to use	52 5%	52 5%	52 5%	47 5%	51 6%	6 8%	51 6%	33 6%	23 7%	1 *%	51 6% in	5 4% in	47 5% in	47 6% in	- -%	4 9% in	1 1%
Don't have/ use a mobile	47 4%	47 4% cdfh	47 4% cdfh	11 1%	21 2% h	- -%	21 2% h	14 3% h	1 *%	27 13% jlmn	21 2%	36 30% ijlmn	11 1%	10 1%	1 1%	11 22% jlmn	26 34% ijlmn
Concerned I could lose my landline number	33 3%	33 3%	33 3%	31 3%	28 3%	5 6% g	28 3%	12 2%	9 3%	6 3%	28 3%	3 2%	31 3%	27 3%	4 3%	1 2%	2 3%
Too much hassle to change	20 2%	20 2%	20 2%	18 2%	13 1%	3 4%	13 1%	6 1%	4 1%	7 3%	13 1%	2 2%	18 2%	13 2%	5 4%	- -%	2 3%
Quality of customer service	16 1%	16 2%	16 1%	16 2%	14 2%	3 4%	14 2%	10 2%	6 2%	2 1%	14 2%	- -%	16 2%	14 2%	2 1%	- -%	- -%
Less convenient/ less easy to use online calls/ VoIP/ Skype/ FaceTime calls online	4 *%	4 *%	4 *%	4 *%	4 *%	- -%	4 *%	2 *%	3 1%	- -%	4 *%	- -%	4 *%	4 *%	- -%	- -%	- -%
Don't have access to/ use online calls/ VoIP/ Skype/ FaceTime calls online	3 *%	3 *%	3 *%	3 *%	3 *%	- -%	3 *%	2 *%	2 1%	- -%	3 *%	- -%	3 *%	3 *%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1134	1130	1134	1009	949	78	957	572	325	185	949	125	1009	893	116	56	69
Effective Weighted Sample	943	939	943	833	774	65	782	470	265	170	774	110	833	728	106	47	63
Total	1079	1074	1079	957	870	83	878	554	313	209	870	122	957	822	135	48	74
Call screening/ caller display	2 *%	2 *%	2 *%	2 *%	2 *%	- -%	2 *%	2 *%	2 1%	- -%	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%
Don't know	4 *%	4 *%	4 *%	4 *%	4 *%	- -%	4 *%	2 *%	- -%	- -%	4 *%	- -%	4 *%	4 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	1134	122	823	487	198	45	132	162	37	27	569	563	44	89	496	585	549
Effective Weighted Sample	943	98	705	388	172	38	115	141	33	23	459	482	33	76	413	488	455
Total	1079	47	818	443	200	42	122	168	33	25	519	558	43	95	456	551	528
Reliability of the connection	374	17	299	161	61	14	37	59	14	10	189	184	16	34	166	200	174
	35%	36%	36%	36%	30%	33%	31%	35%	43%	42%	36%	33%	37%	36%	36%	36%	33%
I prefer to make calls from my landline	347	11	243	154	59	8	39	48	10	13	172	175	16	26	149	175	172
	32%	23%	30%	35%	30%	19%	32%	28%	29%	53%	33%	31%	36%	28%	33%	32%	33%
I need a landline in order to get broadband	250	2	228	86	72	9	32	31	11	4	106	144	6	30	108	139	111
	23%	3%	28%	19%	36%	21%	26%	18%	32%	16%	20%	26%	14%	32%	24%	25%	21%
			a		cgijkl							cj		p			
The price of making calls on my landline is low/ good value	188	7	152	71	39	6	31	23	4	3	81	107	10	17	94	111	77
	17%	15%	19%	16%	20%	14%	26%	14%	11%	12%	16%	19%	24%	18%	21%	20%	15%
							cgj								p	p	
Habit/ always used landline	125	3	84	65	16	2	17	13	4	1	72	51	5	11	45	56	69
	12%	6%	10%	15%	8%	6%	14%	8%	12%	4%	14%	9%	11%	11%	10%	10%	13%
				dgk							dgk						
Less convenient/ less easy to use mobiles	122	9	97	53	24	5	11	18	3	1	60	61	7	8	57	65	57
	11%	19%	12%	12%	12%	12%	9%	11%	9%	6%	12%	11%	16%	9%	12%	12%	11%
		b															
No reason to change	115	2	83	57	21	5	9	16	2	4	63	52	1	7	42	49	66
	11%	4%	10%	13%	10%	11%	8%	10%	5%	18%	12%	9%	2%	8%	9%	9%	13%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PROVIDERS FOR LANDLINE AND FIXED BB					LANDLINE PROVIDER					SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	1134	122	823	487	198	45	132	162	37	27	569	563	44	89	496	585	549
Effective Weighted Sample	943	98	705	388	172	38	115	141	33	23	459	482	33	76	413	488	455
Total	1079	47	818	443	200	42	122	168	33	25	519	558	43	95	456	551	528
Need for older relatives to use	52 5%	3 6%	49 6%	7 2%	12 6%	4 10%	8 7%	17 10%	1 4%	- -%	13 2%	40 7%	2 5%	8 8%	28 6%	36 6%	17 3%
				cj	cj	cj	cj	cj				cj		p	p	p	
Don't have/ use a mobile	47 4%	4 8%	17 2%	32 7%	5 2%	- -%	3 3%	5 3%	- -%	3 10%	32 6%	16 3%	- -%	2 2%	6 1%	7 1%	40 8%
		b		dk							k						no
Concerned I could lose my landline number	33 3%	1 1%	27 3%	16 4%	5 2%	3 8%	3 3%	4 2%	1 3%	1 4%	20 4%	13 2%	* *%	1 1%	13 3%	14 2%	20 4%
						k											
Too much hassle to change	20 2%	1 2%	12 1%	15 3%	1 1%	- -%	2 2%	- -%	- -%	- -%	15 3%	4 1%	1 2%	- -%	5 1%	5 1%	15 3%
				gk							gk						o
Quality of customer service	16 1%	1 1%	14 2%	7 2%	4 2%	- -%	1 1%	3 2%	1 3%	- -%	8 2%	8 1%	* 1%	1 1%	8 2%	9 2%	7 1%
Less convenient/ less easy to use online calls/ VoIP/ Skype/ FaceTime calls online	4 *%	* *%	4 *%	1 *%	2 1%	- -%	* *%	- -%	1 3%	- -%	2 *%	2 *%	- -%	- -%	4 1%	4 1%	- -%
									cg						p		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Unweighted total	1134	122	823	487	198	45	132	162	37	27	569	563	44	89	496	585	549
Effective Weighted Sample	943	98	705	388	172	38	115	141	33	23	459	482	33	76	413	488	455
Total	1079	47	818	443	200	42	122	168	33	25	519	558	43	95	456	551	528
Don't have access to/ use online calls/ VoIP/ Skype/ FaceTime calls online	3 *%	- -%	3 *%	1 *%	- -%	- -%	1 1%	1 1%	- -%	- -%	1 *%	3 *%	- -%	1 1% n	- -%	1 *%	2 *%
Call screening/ caller display	2 *%	* *%	2 *%	- -%	- -%	- -%	* *%	2 1% cj	- -%	- -%	- -%	2 *%	- -%	- -%	2 *%	2 *%	- -%
Don't know	4 *%	- -%	4 *%	2 *%	- -%	- -%	1 1%	- -%	- -%	- -%	2 *%	2 *%	1 2%	1 1%	1 *%	2 *%	2 *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	*h	i	j	k	*l	m	n	o	p
Unweighted total	1134	525	1017	86	31	663	1063	53	18	717	1080	40	14	323	577	218	214
Effective Weighted Sample	943	433	846	69	29	559	882	45	17	600	897	34	13	282	484	174	176
Total	1079	493	957	84	37	625	1004	50	25	676	1020	39	20	346	576	190	191
Reliability of the connection	374	174	335	30	9	220	356	13	6	240	362	9	3	120	205	67	72
	35%	35%	35%	36%	24%	35%	35%	25%	22%	36%	36%	23%	15%	35%	36%	35%	38%
I prefer to make calls from my landline	347	205	336	9	2	238	336	7	4	256	340	5	1	68	138	76	86
	32%	42%	35%	11%	7%	38%	34%	13%	17%	38%	33%	14%	7%	20%	24%	40%	45%
		bcd	cd			g	g			k	k					mn	mn
I need a landline in order to get broadband	250	104	203	25	22	133	217	16	16	138	222	13	15	123	180	36	23
	23%	21%	21%	29%	59%	21%	22%	33%	65%	20%	22%	33%	75%	36%	31%	19%	12%
					abc									op	op		
The price of making calls on my landline is low/ good value	188	100	173	14	-	119	179	8	1	124	182	6	-	64	106	37	34
	17%	20%	18%	17%	-%	19%	18%	16%	5%	18%	18%	16%	-%	19%	18%	19%	18%
		d	d	d													
Habit/ always used landline	125	69	122	1	2	82	123	1	-	90	125	-	-	32	56	28	26
	12%	14%	13%	1%	5%	13%	12%	2%	-%	13%	12%	-%	-%	9%	10%	15%	14%
		c	c			g	g			k	k						
Less convenient/ less easy to use mobiles	122	46	115	7	-	71	120	2	-	75	120	2	-	17	50	32	31
	11%	9%	12%	8%	-%	11%	12%	3%	-%	11%	12%	4%	-%	5%	9%	17%	16%
			d													mn	mn
No reason to change	115	56	108	6	1	75	108	7	-	80	110	5	-	38	61	18	21
	11%	11%	11%	7%	2%	12%	11%	15%	-%	12%	11%	13%	-%	11%	11%	10%	11%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	*h	i	j	k	*l	m	n	o	p
Unweighted total	1134	525	1017	86	31	663	1063	53	18	717	1080	40	14	323	577	218	214
Effective Weighted Sample	943	433	846	69	29	559	882	45	17	600	897	34	13	282	484	174	176
Total	1079	493	957	84	37	625	1004	50	25	676	1020	39	20	346	576	190	191
Need for older relatives to use	52 5%	21 4%	46 5%	5 6%	1 3%	27 4%	51 5%	2 3%	- -%	31 5%	52 5%	- -%	- -%	21 6%	40 7%	5 3%	2 1%
Don't have/ use a mobile	47 4%	17 4%	44 5%	3 4%	- -%	28 4%	46 5%	2 3%	- -%	28 4%	46 4%	2 4%	- -%	- -%	1 *%	1 1%	10 5% mno
Concerned I could lose my landline number	33 3%	17 3%	28 3%	3 4%	2 5%	20 3%	26 3%	5 10% ef	2 8%	21 3%	29 3%	3 7%	2 10%	19 6% p	26 5% p	4 2%	1 *%
Too much hassle to change	20 2%	10 2%	19 2%	1 1%	- -%	11 2%	19 2%	1 2%	- -%	13 2%	19 2%	1 2%	- -%	5 1%	11 2%	3 2%	3 2%
Quality of customer service	16 1%	8 2%	13 1%	2 2%	1 3%	12 2%	16 2%	- -%	- -%	12 2%	16 2%	- -%	- -%	8 2%	12 2%	3 1%	1 1%
Less convenient/ less easy to use online calls/ VoIP/ Skype/ FaceTime calls online	4 *%	2 *%	4 *%	- -%	- -%	3 *%	4 *%	- -%	- -%	4 1%	4 *%	- -%	- -%	- -%	2 *%	1 1%	1 *%
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	*h	i	j	k	*l	m	n	o	p
Unweighted total	1134	525	1017	86	31	663	1063	53	18	717	1080	40	14	323	577	218	214
Effective Weighted Sample	943	433	846	69	29	559	882	45	17	600	897	34	13	282	484	174	176
Total	1079	493	957	84	37	625	1004	50	25	676	1020	39	20	346	576	190	191
Don't have access to/ use online calls/ VoIP/ Skype/ FaceTime calls online	3 *%	1 *%	3 *%	- -%	- -%	2 *%	3 *%	- -%	- -%	2 *%	3 *%	- -%	- -%	1 *%	3 1%	- -%	- -%
Call screening/ caller display	2 *%	- -%	* *%	2 2% ab	- -%	* *%	2 *%	- -%	- -%	* *%	2 *%	- -%	- -%	- -%	2 *%	- -%	* *%
Don't know	4 *%	2 *%	2 *%	2 2% b	- -%	4 1%	4 *%	- -%	- -%	4 1%	4 *%	- -%	- -%	4 1%	4 1%	- -%	- -%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
			TOTAL AGREE	TOTAL DISAGREE												
Significance Level: 95%		*a	*b	c	d	*e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1134	-	-	868	1134	-	380	161	590	255	80	426	533	175	86	39
Effective Weighted Sample	943	-	-	735	943	-	329	137	505	221	65	356	458	147	73	34
Total	1079	-	-	816	1079	-	364	154	564	263	73	466	443	170	91	40
Reliability of the connection	374	-	-	283	374	-	111	55	190	82	47	167	142	65	32	19
	35%	-%	-%	35%	35%	-%	31%	36%	34%	31%	64% fghi	36%	32%	38%	35%	46%
I prefer to make calls from my landline	347	-	-	305	347	-	176	51	236	51	15	114	189	44	20	10
	32%	-%	-%	37% d	32%	-%	48% gij	33% i	42% ij	19%	20%	25%	43% km	26%	22%	26%
I need a landline in order to get broadband	250	-	-	169	250	-	62	17	83	147	10	139	73	38	28	10
	23%	-%	-%	21%	23%	-%	17%	11%	15%	56% fghj	13%	30% l	16%	22%	30%	24%
The price of making calls on my landline is low/ good value	188	-	-	141	188	-	67	20	94	55	8	85	64	39	20	7
	17%	-%	-%	17%	17%	-%	18%	13%	17%	21%	11%	18%	15%	23% l	22%	17%
Habit/ always used landline	125	-	-	104	125	-	48	26	78	17	10	43	70	12	5	7
	12%	-%	-%	13%	12%	-%	13% i	17% i	14% i	6%	14%	9%	16% km	7%	5%	17% n
Less convenient/ less easy to use mobiles	122	-	-	99	122	-	40	15	62	22	3	42	65	15	12	12
	11%	-%	-%	12%	11%	-%	11%	10%	11%	8%	4%	9%	15% k	9%	14%	29%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE	DISAGREE	DK											RETIRED
Significance Level: 95%		*a	*b	c	d	*e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1134	-	-	868	1134	-	380	161	590	255	80	426	533	175	86	39
Effective Weighted Sample	943	-	-	735	943	-	329	137	505	221	65	356	458	147	73	34
Total	1079	-	-	816	1079	-	364	154	564	263	73	466	443	170	91	40
No reason to change	115	-	-	96	115	-	43	21	70	23	6	41	58	16	10	2
	11%	-%	-%	12%	11%	-%	12%	14%	12%	9%	9%	9%	13%	9%	11%	5%
Need for older relatives to use	52	-	-	36	52	-	21	7	31	7	2	31	15	7	6	1
	5%	-%	-%	4%	5%	-%	6%	5%	5%	3%	3%	7% l	3%	4%	7%	2%
Don't have/ use a mobile	47	-	-	44	47	-	27	8	38	2	2	3	35	9	-	-
	4%	-%	-%	5%	4%	-%	8% i	5% i	7% i	1%	3%	1%	8% k	5% k	-%	-%
Concerned I could lose my landline number	33	-	-	26	33	-	11	5	18	13	1	21	10	2	5	2
	3%	-%	-%	3%	3%	-%	3%	3%	3%	5%	1%	5%	2%	1%	6%	5%
Too much hassle to change	20	-	-	16	20	-	9	7	17	2	-	6	9	5	-	-
	2%	-%	-%	2%	2%	-%	2%	5% i	3%	1%	-%	1%	2%	3%	-%	-%
Quality of customer service	16	-	-	12	16	-	3	6	9	4	1	9	5	2	1	3
	1%	-%	-%	1%	1%	-%	1%	4% f	2%	2%	2%	2%	1%	1%	1%	6%
Less convenient/ less easy to use online calls/ VoIP/ Skype/ FaceTime calls online	4	-	-	2	4	-	1	1	2	2	-	-	3	1	-	-
	*%	-%	-%	*%	*%	-%	*%	1%	*%	1%	-%	-%	1%	1%	-%	-%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 52**

**Q34. Why would you not be prepared to give up the ability to make and receive calls from your landline? What other reasons? (MULTI CODE)**

Base : Those who disagree 'Under certain circumstances, I would be prepared to give up the ability to make and receive calls from my landline'

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME	
		AGREE	AGREE	DISAGREE	DISAGREE											
Significance Level: 95%		*a	*b	c	d	*e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1134	-	-	868	1134	-	380	161	590	255	80	426	533	175	86	39
Effective Weighted Sample	943	-	-	735	943	-	329	137	505	221	65	356	458	147	73	34
Total	1079	-	-	816	1079	-	364	154	564	263	73	466	443	170	91	40
Don't have access to/ use online calls/ VoIP/ Skype/ FaceTime calls online	3	-	-	1	3	-	-	1	1	2	-	3	-	1	1	1
	%	-%	-%	%	%	-%	-%	1%	%	1%	-%	1%	-%	%	1%	3%
Call screening/ caller display	2	-	-	*	2	-	-	-	-	-	-	*	-	2	-	-
	%	-%	-%	%	%	-%	-%	-%	-%	-%	-%	%	-%	1%	-%	-%
Don't know	4	-	-	2	4	-	2	1	4	-	-	3	1	-	2	-
	%	-%	-%	%	%	-%	1%	1%	1%	-%	-%	1%	%	-%	2%	-%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2618	1263	1355	198	417	458	489	434	387	235	875	622	764	735	523	594	312	282
Effective Weighted Sample	2147	1047	1100	178	359	389	407	349	324	201	736	522	594	607	451	501	270	232
Total	2625	1285	1340	253	547	459	494	356	300	215	1006	516	755	729	588	551	306	245
Not applicable - already make all calls by mobile	944 36%	463 36%	481 36%	149 59% efghijk	291 53% efghik	182 40% ghik	171 35% ghik	85 24% hik	45 15%	22 10%	473 47% efghik	67 13%	262 35%	255 35%	218 37%	208 38%	122 40%	86 35%
Price of calls/ some calls is too high	627 24%	310 24%	317 24%	31 12%	85 16%	107 23% cd	123 25% cdj	93 26% cdj	110 37% cdefgj	78 36% cdefgj	192 19% c	188 36% cdefgj	182 24%	159 22%	142 24%	144 26%	79 26%	65 27%
Reliability of connection	277 11%	148 12%	129 10%	23 9%	29 5%	39 8%	58 12% dj	51 14% dej	45 15% dej	32 15% dej	68 7%	77 15% dej	103 14% mn	65 9%	54 9%	55 10%	31 10%	24 10%
Coverage/ can't get a good signal	242 9%	107 8%	134 10%	14 5%	41 7%	38 8%	51 10% cdehjk	51 14%	26 9%	21 10%	78 8%	47 9%	78 10%	73 10%	45 8%	46 8%	28 9%	18 7%
Inconvenient/ difficult to use	223 8%	106 8%	116 9%	17 7%	26 5%	34 7%	31 6%	28 8%	40 13% cdefgj	47 22% cdefghj	59 6%	87 17% cdefgj	61 8%	73 10% o	52 9%	37 7%	22 7%	15 6%
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	185 7%	101 8%	84 6%	11 4%	37 7%	31 7%	45 9% c	20 6%	21 7%	21 10% c	68 7%	42 8%	58 8%	54 7%	37 6%	36 6%	21 7%	14 6%
Quality of line/ calls	179 7%	89 7%	90 7%	10 4%	26 5%	31 7%	42 8% d	29 8%	25 8% d	16 7%	57 6%	41 8%	66 9% nopq	67 9% nopq	25 4%	20 4%	11 4%	10 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2618	1263	1355	198	417	458	489	434	387	235	875	622	764	735	523	594	312	282
Effective Weighted Sample	2147	1047	1100	178	359	389	407	349	324	201	736	522	594	607	451	501	270	232
Total	2625	1285	1340	253	547	459	494	356	300	215	1006	516	755	729	588	551	306	245
Don't always have credit available to make calls	62 2%	16 1%	46 3% a	7 3%	11 2%	6 1%	10 2%	13 4% ej	7 2%	8 4%	17 2%	14 3%	10 1%	19 3%	15 3%	18 3% l	8 3%	10 4% l
Concerned about impact on health	19 1%	11 1%	7 1%	2 1%	- -%	4 1%	6 1% d	3 1%	3 1% d	1 *%	4 *%	4 1%	9 1%	2 *%	1 *%	6 1%	6 2% mn	1 *%
Other reasons	91 3%	47 4%	44 3%	2 1%	21 4% c	12 3%	12 3%	16 5% c	14 5% c	13 6% cef	33 3%	27 5% cef	27 4% n	32 4% n	8 1%	24 4% n	7 2%	17 7% lnp
Don't know	130 5%	67 5%	63 5%	12 5%	27 5%	21 5%	24 5%	22 6%	15 5%	10 4%	48 5%	25 5%	25 3%	36 5%	45 8% loq	23 4%	14 5%	9 4%
PRICE	836 32%	407 32%	428 32%	48 19%	125 23%	137 30% cd	170 34% cdj	125 35% cdj	133 44% cdefgj	98 46% cdefgj	262 26% c	231 45% cdefgj	239 32%	219 30%	189 32%	187 34%	101 33%	86 35%
QUALITY OF SERVICE	728 28%	347 27%	381 28%	53 21%	96 18%	118 26% d	135 27% dj	123 35% cdefj	109 36% cdefj	94 44% cdefgj	214 21%	203 39% cdefj	234 31% no	219 30% no	140 24%	135 25%	75 24%	60 25%
CONVENIENCE	223 8%	106 8%	116 9%	17 7%	26 5%	34 7%	31 6%	28 8%	40 13% cdefgj	47 22% cdefghj	59 6%	87 17% cdefgj	61 8%	73 10% o	52 9%	37 7%	22 7%	15 6%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2618	489	1533	133	461	455	389	372	311	244	847	2184	231	138	65	2218	400	
Effective Weighted Sample	2147	409	1260	113	392	377	312	295	244	183	740	1826	212	122	59	1839	309	
Total	2625	410	1661	105	446	435	380	386	303	241	879	2209	130	207	78	2258	366	
Not applicable - already make all calls by mobile	944 36%	53 13%	682 41% ac	14 13%	194 44% ac	158 36%	121 32%	133 34%	114 38%	83 34%	335 38%	793 36% l	36 27%	70 34%	46 59% klm	848 38% p	96 26%	
Price of calls/ some calls is too high	627 24%	151 37% bd	332 20%	36 35% bd	107 24%	125 29% ij	100 26%	90 23%	73 24%	49 20%	190 22%	557 25% lm	23 18%	35 17%	12 15%	541 24%	86 23%	
Reliability of connection	277 11%	64 16% bd	158 10%	13 12%	43 10%	42 10%	41 11%	41 11%	35 12%	23 9%	96 11%	242 11% n	15 11% n	19 9%	2 2%	216 10%	61 17% o	
Coverage/ can't get a good signal	242 9%	42 10%	154 9%	5 5%	41 9%	42 10%	29 8%	48 12%	28 9%	17 7%	78 9%	192 9%	15 12%	28 14%	6 7%	165 7%	76 21% o	
Inconvenient/ difficult to use	223 8%	72 18% bd	114 7%	15 14% bd	22 5%	32 7%	26 7%	24 6%	29 10%	24 10%	88 10%	181 8%	17 13% kn	22 11%	2 3%	199 9%	23 6%	
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	185 7%	33 8%	116 7%	10 9%	26 6%	26 6%	32 8%	39 10% hj	14 5%	19 8%	55 6%	165 7%	7 6%	12 6%	1 2%	166 7%	19 5%	
Quality of line/ calls	179 7%	35 8% d	124 7% d	6 6%	14 3%	19 4%	28 7%	32 8% e	21 7%	24 10% e	55 6%	164 7%	5 4%	9 4%	1 1%	141 6%	38 10%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p	
Significance Level: 95%	Total																	
Unweighted total	2618	489	1533	133	461	455	389	372	311	244	847	2184	231	138	65	2218	400	
Effective Weighted Sample	2147	409	1260	113	392	377	312	295	244	183	740	1826	212	122	59	1839	309	
Total	2625	410	1661	105	446	435	380	386	303	241	879	2209	130	207	78	2258	366	
Don't always have credit available to make calls	62 2%	11 3%	33 2%	4 3%	15 3%	11 2%	12 3%	6 2%	3 1%	2 1%	29 3% h	46 2%	8 6% kn	8 4%	- -%	59 3%	3 1%	
Concerned about impact on health	19 1%	4 1%	9 1%	1 1%	6 1%	1 *%	2 *%	4 1%	5 2% e	3 1%	4 *%	15 1%	1 1%	2 1%	1 1%	15 1%	4 1%	
Other reasons	91 3%	16 4%	51 3%	11 11% abd	12 3%	15 3% j	22 6% j	14 4% j	17 5% j	12 5% j	12 1%	74 3%	7 6%	8 4%	2 2%	80 4%	11 3%	
Don't know	130 5%	19 5%	87 5%	5 5%	18 4%	15 4%	19 5%	23 6%	10 3%	10 4%	53 6%	99 4%	11 8% k	14 7%	6 8%	115 5%	15 4%	
PRICE	836 32%	184 45% bd	463 28%	47 45% bd	140 31%	157 36% j	136 36%	127 33%	87 29%	69 29%	260 30%	735 33% n	35 27%	52 25%	13 17%	728 32%	107 29%	
QUALITY OF SERVICE	728 28%	168 41% bd	425 26%	35 33% d	101 23%	113 26%	101 27%	105 27%	84 28%	69 29%	257 29%	605 27% n	47 36% kn	67 32% n	10 13%	574 25%	154 42% o	
CONVENIENCE	223 8%	72 18% bd	114 7%	15 14% bd	22 5%	32 7%	26 7%	24 6%	29 10%	24 10%	88 10%	181 8%	17 13% kn	22 11%	2 3%	199 9%	23 6%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	2618	2532	2618	2618	2433	215	2455	1506	1042	185	2433	-	2618	2433	185	-	-
Effective Weighted Sample	2147	2075	2147	2147	1978	175	1999	1244	858	171	1978	-	2147	1978	171	-	-
Total	2625	2521	2625	2625	2398	228	2425	1525	1065	227	2398	-	2625	2398	227	-	-
Not applicable - already make all calls by mobile	944 36%	863 34%	944 36%	944 36%	881 37%	72 32%	893 37%	581 38% a	434 41% abcde	63 28%	881 37% in	- -%	944 36% in	881 37% in	63 28%	- -%	- -%
Price of calls/ some calls is too high	627 24%	621 25% gh	627 24%	627 24%	556 23%	70 31% bcd fgh	564 23%	329 22%	220 21%	71 31% jlm	556 23%	- -%	627 24%	556 23%	71 31% jlm	- -%	- -%
Reliability of connection	277 11%	277 11%	277 11%	277 11%	248 10%	30 13%	248 10%	155 10%	100 9%	29 13%	248 10%	- -%	277 11%	248 10%	29 13%	- -%	- -%
Coverage/ can't get a good signal	242 9%	240 10%	242 9%	242 9%	226 9%	32 14% bcgh	226 9%	122 8%	92 9%	15 7%	226 9%	- -%	242 9%	226 9%	15 7%	- -%	- -%
Inconvenient/ difficult to use	223 8%	220 9%	223 8%	223 8%	189 8%	14 6%	189 8%	131 9%	100 9%	34 15% jlm	189 8%	- -%	223 8%	189 8%	34 15% jlm	- -%	- -%
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	185 7%	184 7%	185 7%	185 7%	175 7%	8 4%	176 7%	120 8% e	82 8%	11 5%	175 7%	- -%	185 7%	175 7%	11 5%	- -%	- -%
Quality of line/ calls	179 7%	177 7%	179 7%	179 7%	161 7%	22 10%	164 7%	98 6%	64 6%	18 8%	161 7%	- -%	179 7%	161 7%	18 8%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB *k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB *o	LL & NO FBB & NO MOB *p
Significance Level: 95%																	
Unweighted total	2618	2532	2618	2618	2433	215	2455	1506	1042	185	2433	-	2618	2433	185	-	-
Effective Weighted Sample	2147	2075	2147	2147	1978	175	1999	1244	858	171	1978	-	2147	1978	171	-	-
Total	2625	2521	2625	2625	2398	228	2425	1525	1065	227	2398	-	2625	2398	227	-	-
Don't always have credit available to make calls	62 2%	58 2%	62 2%	62 2%	57 2%	5 2%	59 2%	30 2%	23 2%	5 2%	57 2%	- -%	62 2%	57 2%	5 2%	- -%	- -%
Concerned about impact on health	19 1%	18 1%	19 1%	19 1%	19 1%	1 **%	19 1%	10 1%	7 1%	- -%	19 1%	- -%	19 1%	19 1%	- -%	- -%	- -%
Other reasons	91 3%	91 4%	91 3%	91 3%	91 4%	11 5%	91 4%	55 4%	41 4%	- -%	91 4% in	- -%	91 3% in	91 4% in	- -%	- -%	- -%
Don't know	130 5%	128 5%	130 5%	130 5%	118 5%	5 2%	118 5%	87 6% eh	39 4%	12 5%	118 5%	- -%	130 5%	118 5%	12 5%	- -%	- -%
PRICE	836 32%	824 33%	836 32%	836 32%	751 31%	82 36%	763 31%	457 30%	311 29%	84 37%	751 31%	- -%	836 32%	751 31%	84 37%	- -%	- -%
QUALITY OF SERVICE	728 28%	723 29%	728 28%	728 28%	647 27%	72 32%	651 27%	400 26%	275 26%	81 36% jlm	647 27%	- -%	728 28%	647 27%	81 36% jlm	- -%	- -%
CONVENIENCE	223 8%	220 9%	223 8%	223 8%	189 8%	14 6%	189 8%	131 9%	100 9%	34 15% jlm	189 8%	- -%	223 8%	189 8%	34 15% jlm	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2618	264	2157	923	574	90	308	490	95	37	1108	1501	90	287	1144	1431	1187
Effective Weighted Sample	2147	213	1836	698	496	78	260	425	79	29	856	1284	72	245	946	1184	964
Total	2625	99	2285	832	632	91	312	530	90	34	1013	1600	90	338	1083	1421	1204
Not applicable - already make all calls by mobile	944 36%	17 17%	860 38% a	228 27%	283 45% cfhij	36 40% cij	102 33%	222 42% cfij	28 31%	6 18%	292 29%	649 41% cfij	35 38% c	143 42% no	342 32%	485 34%	459 38% n
Price of calls/ some calls is too high	627 24%	32 32% b	521 23%	214 26% d	123 19%	25 28%	89 28% dgk	115 22%	26 28%	12 36% d	265 26% d	360 22%	21 23%	66 20%	293 27% mp	359 25%	267 22%
Reliability of connection	277 11%	6 6%	240 10% a	115 14% dgk	54 9%	11 12%	36 12% g	34 6%	9 10%	8 24% dgkl	135 13% dgk	140 9%	8 8%	32 9%	129 12%	160 11%	117 10%
Coverage/ can't get a good signal	242 9%	7 8%	217 10%	97 12% dgk	48 8%	8 9%	23 7%	37 7%	11 12%	5 15%	115 11% dgk	125 8%	12 13%	33 10%	112 10%	145 10%	97 8%
Inconvenient/ difficult to use	223 8%	8 8%	179 8%	98 12% dhk	40 6%	6 6%	27 9%	43 8%	4 4%	2 5%	107 11% dk	116 7%	4 5%	25 7%	95 9%	120 8%	103 9%
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	185 7%	8 8%	167 7%	57 7%	41 7%	10 11%	18 6%	38 7%	11 12%	1 3%	77 8%	108 7%	10 11%	20 6%	95 9% p	116 8% p	70 6%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	PROVIDERS FOR LANDLINE AND FIXED BB					LANDLINE PROVIDER					SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2618	264	2157	923	574	90	308	490	95	37	1108	1501	90	287	1144	1431	1187
Effective Weighted Sample	2147	213	1836	698	496	78	260	425	79	29	856	1284	72	245	946	1184	964
Total	2625	99	2285	832	632	91	312	530	90	34	1013	1600	90	338	1083	1421	1204
Quality of line/ calls	179 7%	7 7%	151 7%	63 8%	32 5%	7 7%	29 9% d	32 6%	10 11% d	2 5%	80 8% d	96 6%	3 3%	24 7%	80 7%	104 7%	75 6%
Don't always have credit available to make calls	62 2%	3 3%	54 2%	22 3%	19 3%	- -%	6 2%	6 1%	6 6% efgk	2 5%	28 3%	34 2%	2 2%	10 3%	25 2%	35 2%	27 2%
Concerned about impact on health	19 1%	3 3% b	16 1%	7 1%	4 1%	1 2%	2 1%	3 1%	- -%	- -%	9 1%	10 1%	1 1%	2 1%	10 1%	12 1%	7 1%
Other reasons	91 3%	13 13% b	78 3%	30 4%	15 2%	2 2%	15 5%	20 4%	3 3%	1 4%	34 3%	57 4%	5 6%	17 5%	38 3%	55 4%	36 3%
Don't know	130 5%	3 3%	113 5%	40 5%	34 5% h	2 2%	15 5%	33 6% h	* *%	3 8% h	42 4%	87 5% h	1 1%	11 3%	45 4%	56 4%	74 6% o
PRICE	836 32%	42 43% b	706 31%	278 33% d	174 28%	34 37%	112 36% d	156 29%	38 42% dgk	14 40%	349 34% dk	484 30%	29 32%	89 26%	392 36% mp	482 34% mp	354 29%
QUALITY OF SERVICE	728 28%	23 24%	618 27%	297 36% dgk	139 22%	23 25%	91 29% dg	115 22%	25 28%	11 34%	344 34% dgk	378 24%	23 25%	87 26%	326 30%	413 29%	315 26%
CONVENIENCE	223 8%	8 8%	179 8%	98 12% dhk	40 6%	6 6%	27 9%	43 8%	4 4%	2 5%	107 11% dk	116 7%	4 5%	25 7%	95 9%	120 8%	103 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2618	695	1620	475	523	993	1917	323	378	1070	1960	303	355	1235	1944	354	320
Effective Weighted Sample	2147	562	1317	386	455	818	1558	265	335	876	1594	249	315	1070	1620	271	257
Total	2625	652	1534	464	626	925	1816	343	466	998	1857	328	440	1352	2003	317	305
Not applicable - already make all calls by mobile	944	62	179	218	547	127	334	209	401	135	347	204	393	702	832	39	73
	36%	10%	12%	47%	87%	14%	18%	61%	86%	14%	19%	62%	89%	52%	42%	12%	24%
				ab	abc		e	ef	efg		i	ij	ijk	nop	op		o
Price of calls/ some calls is too high	627	223	503	99	25	307	554	49	24	329	564	47	16	250	424	103	100
	24%	34%	33%	21%	4%	33%	31%	14%	5%	33%	30%	14%	4%	18%	21%	33%	33%
		cd	cd	d		gh	gh	h		kl	kl	l				mn	mn
Reliability of connection	277	125	253	21	4	162	261	11	6	168	266	10	1	104	187	38	53
	11%	19%	16%	5%	1%	18%	14%	3%	1%	17%	14%	3%	*%	8%	9%	12%	17%
		cd	cd	d		fgh	gh			kl	kl	l				m	mn
Coverage/ can't get a good signal	242	103	208	30	4	118	219	19	4	129	223	18	1	77	149	45	48
	9%	16%	14%	7%	1%	13%	12%	6%	1%	13%	12%	5%	*%	6%	7%	14%	16%
		cd	cd	d		gh	gh	h		kl	kl	l				mn	mn
Inconvenient/ difficult to use	223	88	193	26	3	125	209	10	3	138	209	10	3	75	144	39	40
	8%	14%	13%	6%	*%	14%	12%	3%	1%	14%	11%	3%	1%	6%	7%	12%	13%
		cd	cd	d		gh	gh	h		kl	kl	l				mn	mn
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	185	53	152	26	8	74	162	16	7	78	168	12	5	85	151	23	12
	7%	8%	10%	6%	1%	8%	9%	5%	1%	8%	9%	4%	1%	6%	8%	7%	4%
		d	cd	d		h	gh	h		kl	kl	l			p		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



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**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2618	695	1620	475	523	993	1917	323	378	1070	1960	303	355	1235	1944	354	320
Effective Weighted Sample	2147	562	1317	386	455	818	1558	265	335	876	1594	249	315	1070	1620	271	257
Total	2625	652	1534	464	626	925	1816	343	466	998	1857	328	440	1352	2003	317	305
Quality of line/ calls	179	71	154	15	9	93	166	8	5	103	166	8	5	78	128	31	20
	7%	11%	10%	3%	1%	10%	9%	2%	1%	10%	9%	3%	1%	6%	6%	10%	7%
		cd	cd			gh	gh			kl	kl					mn	
Don't always have credit available to make calls	62	24	49	12	2	29	50	9	4	30	54	7	1	21	41	15	7
	2%	4%	3%	3%	*%	3%	3%	3%	1%	3%	3%	2%	*%	2%	2%	5%	2%
		d	d	d		h	h			l	l	l				mn	
Concerned about impact on health	19	2	14	5	-	6	17	2	-	6	18	*	-	3	13	3	4
	1%	*%	1%	1%	-%	1%	1%	1%	-%	1%	1%	*%	-%	*%	1%	1%	1%
			d	d													m
Other reasons	91	29	74	14	3	42	80	10	*	45	82	9	*	11	52	31	8
	3%	4%	5%	3%	*%	4%	4%	3%	*%	4%	4%	3%	*%	1%	3%	10%	3%
		d	d	d		h	h	h		l	l	l		m		mnp	m
Don't know	130	36	83	24	23	45	100	15	15	50	101	14	15	67	104	15	11
	5%	5%	5%	5%	4%	5%	5%	4%	3%	5%	5%	4%	3%	5%	5%	5%	3%
PRICE	836	284	668	133	34	389	731	72	33	414	749	65	21	342	589	129	118
	32%	43%	44%	29%	5%	42%	40%	21%	7%	42%	40%	20%	5%	25%	29%	41%	39%
		cd	cd	d		gh	gh	h		kl	kl	l		m	m	mn	mn
QUALITY OF SERVICE	728	308	635	74	19	397	674	39	15	433	679	39	10	267	490	119	120
	28%	47%	41%	16%	3%	43%	37%	11%	3%	43%	37%	12%	2%	20%	24%	37%	39%
		bcd	cd	d		fgh	gh	h		jkl	kl	l			m	mn	mn
CONVENIENCE	223	88	193	26	3	125	209	10	3	138	209	10	3	75	144	39	40
	8%	14%	13%	6%	*%	14%	12%	3%	1%	14%	11%	3%	1%	6%	7%	12%	13%
		cd	cd	d		gh	gh	h		kl	kl	l				mn	mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2618	784	1248	755	1009	361	440	231	755	1270	118	1454	664	499	259	92
Effective Weighted Sample	2147	665	1029	635	833	290	368	193	625	1088	89	1214	556	413	210	81
Total	2625	866	1298	708	957	370	413	224	715	1379	114	1611	529	485	272	95
Not applicable - already make all calls by mobile	944	601	731	76	106	107	40	46	104	744	9	677	70	197	101	27
	36%	69%	56%	11%	11%	29%	10%	21%	15%	54%	7%	42%	13%	41%	37%	28%
		bcde	cde			cd		fhj	f	fg hj		l		l		
Price of calls/ some calls is too high	627	89	190	263	354	82	162	58	235	244	33	329	189	109	67	20
	24%	10%	15%	37%	37%	22%	39%	26%	33%	18%	29%	20%	36%	23%	25%	22%
			a	abe	abe	ab	ghi	i	i		i		km			
Reliability of connection	277	24	56	160	203	19	74	38	119	99	36	156	83	38	28	14
	11%	3%	4%	23%	21%	5%	18%	17%	17%	7%	32%	10%	16%	8%	10%	15%
				abe	abe		i	i	i		fg hi		km			
Coverage/ can't get a good signal	242	31	72	102	141	28	47	19	76	99	34	141	56	44	29	15
	9%	4%	6%	14%	15%	8%	11%	8%	11%	7%	30%	9%	11%	9%	11%	15%
				abe	abe	a	i		i		fg hi					
Inconvenient/ difficult to use	223	35	74	111	135	13	66	32	106	59	3	100	86	37	23	15
	8%	4%	6%	16%	14%	4%	16%	14%	15%	4%	3%	6%	16%	8%	8%	16%
				abe	abe		ij	ij	ij				km			
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	185	38	76	43	72	37	30	22	60	94	3	117	40	28	17	8
	7%	4%	6%	6%	8%	10%	7%	10%	8%	7%	2%	7%	8%	6%	6%	9%
					a	abc		j	j							
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 53**

**Q35. Why don't you make all your calls by mobile phone when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household with a mobile phone

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	AGREE	DISAGREE	DISAGREE											
		a	b	c	d											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2618	784	1248	755	1009	361	440	231	755	1270	118	1454	664	499	259	92
Effective Weighted Sample	2147	665	1029	635	833	290	368	193	625	1088	89	1214	556	413	210	81
Total	2625	866	1298	708	957	370	413	224	715	1379	114	1611	529	485	272	95
Quality of line/ calls	179	14	45	78	106	28	45	25	80	61	14	120	41	18	17	13
	7%	2%	3%	11%	11%	8%	11%	11%	11%	4%	12%	7%	8%	4%	6%	13%
			a	ab	ab	ab	i	i	i		i	m	m			n
Don't always have credit available to make calls	62	9	21	19	26	15	17	6	29	21	1	29	12	21	2	*
	2%	1%	2%	3%	3%	4%	4%	2%	4%	2%	1%	2%	2%	4%	1%	*/%
				a	a	ab	i		i					k		
Concerned about impact on health	19	3	8	8	8	2	2	1	3	10	2	13	5	1	2	1
	1%	*/%	1%	1%	1%	1%	*/%	*/%	*/%	1%	1%	1%	1%	*/%	1%	1%
Other reasons	91	16	33	21	32	25	8	11	21	19	5	49	27	15	6	2
	3%	2%	3%	3%	3%	7%	2%	5%	3%	1%	5%	3%	5%	3%	2%	2%
						abcd		fi	i		i		k			
Don't know	130	27	51	33	46	34	23	9	38	62	2	88	24	18	12	3
	5%	3%	4%	5%	5%	9%	6%	4%	5%	5%	2%	5%	5%	4%	4%	3%
						abcd										
PRICE	836	136	281	310	427	128	195	81	306	345	35	452	230	153	81	26
	32%	16%	22%	44%	45%	34%	47%	36%	43%	25%	31%	28%	43%	32%	30%	28%
			a	abe	abe	ab	gij	i	ij				km			
QUALITY OF SERVICE	728	90	205	344	445	78	189	89	305	243	72	394	215	118	78	38
	28%	10%	16%	49%	46%	21%	46%	40%	43%	18%	63%	24%	41%	24%	29%	40%
			a	abe	abe	ab	i	i	i		fghi		km			
CONVENIENCE	223	35	74	111	135	13	66	32	106	59	3	100	86	37	23	15
	8%	4%	6%	16%	14%	4%	16%	14%	15%	4%	3%	6%	16%	8%	8%	16%
				abe	abe		ij	ij	ij				km			
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1051	518	533	100	208	225	208	162	106	42	433	148	389	324	185	153	85	68
Effective Weighted Sample	865	432	434	89	179	193	175	131	87	33	366	118	312	265	162	130	76	54
Total	1073	547	526	123	268	222	214	127	80	38	490	118	395	327	212	138	85	53
Not suitable for certain types of conversation	288 27%	145 26%	144 27%	31 25%	58 22%	72 32% dhk	73 34% dhk	31 24%	16 20%	8 20%	130 27%	24 20%	98 25%	80 25%	70 33% q	40 29%	30 36% q	10 18%
Not applicable - already make all calls this way instead of landline	256 24%	122 22%	135 26%	54 44% efghijk	90 34% efghik	43 19%	39 18%	15 12%	11 13%	4 11%	133 27% efghik	15 13%	93 24%	90 27%	44 21%	29 21%	20 24%	9 17%
Inconvenient/ difficult to use	150 14%	86 16%	63 12%	18 15% d	17 6%	32 14% d	31 14% d	29 23% dej	13 16% d	10 27% dj	49 10%	23 20% dj	56 14%	46 14%	31 15%	17 12%	6 7%	10 20% p
Not all contacts have this	92 9%	44 8%	48 9%	5 4%	14 5%	19 9%	18 8%	14 11%	14 17% cdefj	7 19% cdj	33 7%	21 18% cdefj	31 8%	27 8%	19 9%	15 11%	7 9%	8 14%
Reliability of connection	87 8%	53 10%	34 6%	11 9%	17 7%	20 9%	16 7%	14 11%	8 10%	1 3%	37 8%	9 8%	41 10%	26 8%	13 6%	7 5%	5 6%	2 4%
Quality of line/ calls	71 7%	39 7%	31 6%	8 6%	15 6%	21 10% g	11 5% c	4 3%	7 9%	5 12% g	36 7%	12 10% g	34 9%	16 5%	14 7%	6 5%	4 4%	3 5%
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	56 5%	32 6%	24 5%	1 1%	19 7% c	8 4%	18 8% c	4 3%	5 6%	1 2%	27 6%	6 5%	20 5%	15 5%	17 8%	4 3%	3 4%	1 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1051	518	533	100	208	225	208	162	106	42	433	148	389	324	185	153	85	68
Effective Weighted Sample	865	432	434	89	179	193	175	131	87	33	366	118	312	265	162	130	76	54
Total	1073	547	526	123	268	222	214	127	80	38	490	118	395	327	212	138	85	53
Don't always want to be seen when making a call	56 5%	25 5%	30 6%	3 2%	13 5%	13 6%	10 5%	9 7%	6 7%	2 5%	26 5%	8 6%	18 5%	24 7% n	5 3%	8 6%	1 1%	7 13% lnp
Convenience/ habit	28 3%	17 3%	11 2%	* *%	8 3%	4 2%	3 1%	4 3%	6 8% cefg	3 9% cefg	12 2%	9 8% cefg	15 4% n	8 3%	1 *%	3 3%	1 1%	3 5% n
Don't know	54 5%	19 4%	35 7% a	2 1%	22 8% c	10 4%	11 5%	4 3%	4 5%	1 3%	32 7%	5 4%	16 4%	16 5%	10 4%	13 9% l	9 10% l	4 8%
NOT SUITABLE	341 32%	169 31%	173 33%	33 27%	70 26%	85 38% dhk	83 39% dhk	40 32%	20 25%	9 24%	155 32%	29 25%	115 29%	104 32%	75 35%	47 34%	32 37%	15 29%
CONVENIENCE	261 24%	144 26%	118 22%	23 19%	37 14%	53 24% d	50 23% d	47 37% cdefj	32 40% cdefj	20 52% cdefj	90 18%	52 44% cdefj	99 25%	78 24%	50 24%	35 25%	14 16%	21 39% lnmp
QUALITY OF SERVICE	134 12%	77 14%	57 11%	17 14%	28 11%	34 15%	23 11%	15 12%	11 14%	5 12%	62 13%	16 13%	64 16% o	36 11%	21 10%	12 9%	7 9%	5 9%
PRICE	56 5%	32 6%	24 5%	1 1%	19 7% c	8 4%	18 8% c	4 3%	5 6%	1 2%	27 6%	6 5%	20 5%	15 5%	17 8%	4 3%	3 4%	1 2%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	128	770	20	133	127	133	181	157	149	304	885	91	44	31	892	159
Effective Weighted Sample	865	103	640	15	115	102	108	146	126	116	267	745	84	35	29	740	125
Total	1073	104	831	14	124	120	127	186	164	148	328	920	50	60	43	925	149
Not suitable for certain types of conversation	288 27%	22 21%	226 27%	2 15%	38 31%	33 28%	33 26%	55 30%	45 27%	42 29%	79 24%	261 28% n	14 28% n	11 18%	3 6%	240 26%	48 32%
Not applicable - already make all calls this way instead of landline	256 24%	13 13%	214 26% a	1 11%	27 22%	26 22%	23 18%	43 23%	43 26%	30 20%	92 28% f	215 23%	10 20%	14 24%	16 38%	238 26% p	18 12%
Inconvenient/ difficult to use	150 14%	20 20%	112 14%	3 19%	14 11%	16 13%	16 13%	16 9%	24 14%	31 21% g	47 14%	129 14%	7 15%	12 20% n	1 3%	126 14%	24 16%
Not all contacts have this	92 9%	19 19% b	58 7%	2 13%	13 10%	15 13% j	14 11%	15 8%	14 8%	16 11%	18 5%	82 9%	2 3%	8 14% ln	- -%	76 8%	16 11%
Reliability of connection	87 8%	9 9%	70 8%	- -%	7 6%	6 5%	16 13%	19 10%	13 8%	11 7%	22 7%	74 8%	10 21% km	- -%	2 6%	76 8%	10 7%
Quality of line/ calls	71 7%	9 9%	55 7%	3 19%	4 3%	4 3%	8 7%	16 8%	9 5%	10 6%	24 7%	56 6%	10 20% km	1 2%	3 6%	62 7%	8 6%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	128	770	20	133	127	133	181	157	149	304	885	91	44	31	892	159
Effective Weighted Sample	865	103	640	15	115	102	108	146	126	116	267	745	84	35	29	740	125
Total	1073	104	831	14	124	120	127	186	164	148	328	920	50	60	43	925	149
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	56 5%	5 5%	47 6%	1 5%	4 3%	5 4%	11 9%	10 5%	5 3%	6 4%	19 6%	50 5%	2 4%	1 2%	3 6%	50 5%	6 4%
Don't always want to be seen when making a call	56 5%	6 6%	41 5%	1 10%	7 5%	5 4%	9 7%	6 3%	13 8%	5 3%	18 5%	47 5%	1 3%	6 10%	1 2%	49 5%	7 5%
Convenience/ habit	28 3%	7 6% bd	18 2%	3 21%	1 *%	2 1%	7 5% j	4 2%	8 5% j	4 3%	3 1%	24 3%	1 2%	1 2%	2 4%	23 2%	5 3%
Don't know	54 5%	5 5%	36 4%	- -%	13 10% b	6 5% i	6 5% i	10 6% i	4 2%	- -%	28 9% hi	36 4%	2 4%	7 12% k	9 21% kl	46 5%	8 5%
NOT SUITABLE	341 32%	27 26%	267 32%	2 15%	45 36%	38 32%	42 33%	61 33%	57 35%	47 32%	96 29%	306 33% n	15 30% n	17 28% n	3 8%	287 31%	55 37%
CONVENIENCE	261 24%	44 43% bd	183 22%	8 53%	27 22%	32 27%	34 26%	34 19%	44 27%	50 34% gj	67 20%	227 25% n	10 20%	21 35% n	3 8%	218 24%	44 29%
QUALITY OF SERVICE	134 12%	13 13%	109 13%	3 19%	9 7%	9 8%	20 16%	29 16%	19 12%	17 12%	39 12%	114 12%	13 26% km	1 2%	5 12%	119 13%	15 10%
PRICE	56 5%	5 5%	47 6%	1 5%	4 3%	5 4%	11 9%	10 5%	5 3%	6 4%	19 6%	50 5%	2 4%	1 2%	3 6%	50 5%	6 4%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	1051	1013	1051	1042	1038	130	1041	693	1051	13	1038	9	1042	1029	13	9	-
Effective Weighted Sample	865	832	865	858	853	107	855	569	865	13	853	7	858	846	13	7	-
Total	1073	1029	1073	1065	1055	140	1059	717	1073	18	1055	8	1065	1047	18	8	-
Not suitable for certain types of conversation	288	280	288	286	279	39	282	199	288	9	279	2	286	277	9	2	-
	27%	27%	27%	27%	26%	28%	27%	28%	27%	51%	26%	27%	27%	26%	51%	27%	-%
Not applicable - already make all calls this way instead of landline	256	233	256	255	252	25	252	162	256	4	252	1	255	250	4	1	-
	24%	23%	24%	24%	24%	18%	24%	23%	24%	24%	24%	18%	24%	24%	24%	18%	-%
Inconvenient/ difficult to use	150	143	150	149	148	16	148	116	150	1	148	1	149	147	1	1	-
	14%	14%	14%	14%	14%	11%	14%	16%	14%	8%	14%	9%	14%	14%	8%	9%	-%
Not all contacts have this	92	92	92	90	92	15	92	54	92	-	92	2	90	90	-	2	-
	9%	9%	9%	8%	9%	11%	9%	8%	9%	-%	9%	24%	8%	9%	-%	24%	-%
Reliability of connection	87	85	87	85	85	18	85	58	87	1	85	2	85	83	1	2	-
	8%	8%	8%	8%	8%	13%	8%	8%	8%	8%	8%	22%	8%	8%	8%	22%	-%
Quality of line/ calls	71	71	71	68	71	12	71	42	71	-	71	2	68	68	-	2	-
	7%	7%	7%	6%	7%	9%	7%	6%	7%	-%	7%	28%	6%	7%	-%	28%	-%
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	56	56	56	56	55	7	55	39	56	1	55	-	56	55	1	-	-
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	-%	5%	5%	5%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	1051	1013	1051	1042	1038	130	1041	693	1051	13	1038	9	1042	1029	13	9	-
Effective Weighted Sample	865	832	865	858	853	107	855	569	865	13	853	7	858	846	13	7	-
Total	1073	1029	1073	1065	1055	140	1059	717	1073	18	1055	8	1065	1047	18	8	-
Don't always want to be seen when making a call	56 5%	56 5%	56 5%	56 5%	54 5%	8 6%	54 5%	35 5%	56 5%	2 10%	54 5%	- -%	56 5%	54 5%	2 10%	- -%	- -%
Convenience/ habit	28 3%	28 3%	28 3%	26 2%	28 3%	4 3%	28 3%	14 2%	28 3%	- -%	28 3%	2 23%	26 2%	26 2%	- -%	2 23%	- -%
Don't know	54 5%	54 5%	54 5%	54 5%	53 5%	3 2%	54 5%	40 6%	54 5%	1 6%	53 5%	- -%	54 5%	53 5%	1 6%	- -%	- -%
NOT SUITABLE	341 32%	333 32%	341 32%	339 32%	330 31%	47 34%	333 31%	234 33%	341 32%	11 61%	330 31%	2 27%	339 32%	328 31%	11 61%	2 27%	- -%
CONVENIENCE	261 24%	255 25%	261 24%	258 24%	260 25%	35 25%	260 25%	182 25%	261 24%	1 8%	260 25%	4 47%	258 24%	256 24%	1 8%	4 47%	- -%
QUALITY OF SERVICE	134 12%	132 13%	134 12%	132 12%	132 13%	27 19%	132 12%	87 12%	134 12%	1 8%	132 13%	2 28%	132 12%	130 12%	1 8%	2 28%	- -%
PRICE	56 5%	56 5%	56 5%	56 5%	55 5%	7 5%	55 5%	39 5%	56 5%	1 5%	55 5%	- -%	56 5%	55 5%	1 5%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	1051	108	928	344	253	41	123	203	50	6	435	615	30	125	477	602	449
Effective Weighted Sample	865	89	802	258	223	37	100	175	44	4	339	526	25	111	391	499	366
Total	1073	36	1016	303	292	46	121	224	52	5	401	671	29	151	457	607	466
Not suitable for certain types of conversation	288 27%	9 24%	269 26%	71 23%	89 30%	10 21%	39 32%	47 21%	22 43%	2 31%	103 26%	185 28%	9 31%	42 28%	138 30%	180 30%	108 23%
					g		g		cegjk						p	p	
Not applicable - already make all calls this way instead of landline	256 24%	3 9%	249 24%	66 22%	67 23%	18 40%	25 21%	59 26%	9 17%	- -%	93 23%	163 24%	12 40%	31 20%	89 19%	120 20%	136 29%
			a			cdthjk							ch				no
Inconvenient/ difficult to use	150 14%	4 10%	143 14%	49 16%	38 13%	7 16%	8 7%	33 15%	10 19%	2 36%	67 17%	82 12%	1 3%	24 16%	69 15%	93 15%	56 12%
				f				f	f		f						
Not all contacts have this	92 9%	7 19%	85 8%	26 9%	20 7%	3 6%	13 10%	23 10%	4 7%	- -%	33 8%	59 9%	4 14%	12 8%	47 10%	59 10%	33 7%
		b															
Reliability of connection	87 8%	3 8%	82 8%	25 8%	18 6%	6 13%	10 8%	19 8%	7 13%	- -%	37 9%	49 7%	3 10%	12 8%	45 10%	57 9%	29 6%
Quality of line/ calls	71 7%	1 4%	69 7%	25 8%	17 6%	1 2%	5 4%	15 7%	8 16%	- -%	34 9%	36 5%	- -%	11 7%	37 8%	48 8%	23 5%
									defgkl								

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

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**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	Total	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE			
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p
Significance Level: 95%																	
Unweighted total	1051	108	928	344	253	41	123	203	50	6	435	615	30	125	477	602	449
Effective Weighted Sample	865	89	802	258	223	37	100	175	44	4	339	526	25	111	391	499	366
Total	1073	36	1016	303	292	46	121	224	52	5	401	671	29	151	457	607	466
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	56 5%	* 1%	55 5%	17 6%	20 7%	- -%	8 7%	7 3%	3 6%	* 7%	20 5%	36 5%	1 3%	13 8%	25 6%	38 6%	18 4%
Don't always want to be seen when making a call	56 5%	4 12% b	49 5%	20 7%	14 5%	2 3%	8 6%	11 5%	* 1%	- -%	22 6%	33 5%	- -%	2 1%	21 5%	23 4%	33 7% mo
Convenience/ habit	28 3%	2 5%	26 3%	6 2%	9 3%	2 3%	5 4%	5 2%	1 3%	- -%	9 2%	19 3%	- -%	4 3%	14 3%	18 3%	10 2%
Don't know	54 5%	1 3%	52 5%	10 3%	21 7% cj	3 6%	5 4%	15 7%	- -%	- -%	13 3%	42 6% j	* 1%	6 4%	18 4%	24 4%	31 7%
NOT SUITABLE	341 32%	13 36%	316 31%	89 29%	103 35% g	11 24%	47 39% g	58 26%	23 43% g	2 31%	123 31%	219 33%	9 31%	44 29%	160 35%	203 34%	138 30%
CONVENIENCE	261 24%	11 30%	248 24%	80 26%	65 22%	10 22%	24 20%	61 27%	13 25%	2 36%	103 26%	157 23%	5 17%	39 26%	126 28% p	165 27% p	97 21%
QUALITY OF SERVICE	134 12%	4 12%	128 13%	41 14%	28 10%	6 13%	13 11%	30 13%	13 25% dfk	- -%	60 15%	74 11%	3 10%	17 12%	70 15% p	87 14%	46 10%
PRICE	56 5%	* 1%	55 5%	17 6%	20 7%	- -%	8 7%	7 3%	3 6%	* 7%	20 5%	36 5%	1 3%	13 8%	25 6%	38 6%	18 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	259	596	216	239	383	732	147	172	414	749	142	160	608	857	96	89
Effective Weighted Sample	865	206	477	180	211	312	590	123	155	334	602	121	145	528	715	70	73
Total	1073	241	567	217	289	356	698	163	212	383	713	161	199	664	893	88	84
Not suitable for certain types of conversation	288	71	167	62	59	99	206	43	40	108	210	43	35	208	257	14	15
	27%	29%	29%	28%	21%	28%	29%	26%	19%	28%	29%	27%	18%	31%	29%	16%	18%
		d	d			h	h			l	l			op	o		
Not applicable - already make all calls this way instead of landline	256	23	61	62	134	32	83	63	110	34	87	61	108	194	231	9	15
	24%	10%	11%	28%	46%	9%	12%	39%	52%	9%	12%	38%	54%	29%	26%	11%	18%
				ab	abc			ef	efg			ij	ijk	op	o		
Inconvenient/ difficult to use	150	39	103	24	23	69	119	12	18	72	121	12	16	88	114	20	15
	14%	16%	18%	11%	8%	19%	17%	8%	9%	19%	17%	8%	8%	13%	13%	23%	17%
		d	cd			gh	gh			kl	kl					mn	
Not all contacts have this	92	29	65	14	13	47	78	8	6	51	79	7	6	40	62	15	12
	9%	12%	11%	7%	4%	13%	11%	5%	3%	13%	11%	4%	3%	6%	7%	18%	15%
		d	d			gh	gh			kl	kl					mn	mn
Reliability of connection	87	27	53	23	11	42	68	11	8	44	68	12	7	56	71	7	7
	8%	11%	9%	11%	4%	12%	10%	6%	4%	11%	10%	7%	4%	8%	8%	8%	8%
		d	d	d		h	h			l	l						
Quality of line/ calls	71	26	43	13	14	31	53	14	4	32	54	14	2	45	59	5	4
	7%	11%	8%	6%	5%	9%	8%	9%	2%	8%	8%	9%	1%	7%	7%	6%	5%
		d				h	h	h		l	l	l					

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1051	259	596	216	239	383	732	147	172	414	749	142	160	608	857	96	89
Effective Weighted Sample	865	206	477	180	211	312	590	123	155	334	602	121	145	528	715	70	73
Total	1073	241	567	217	289	356	698	163	212	383	713	161	199	664	893	88	84
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	56	18	38	8	10	24	42	7	7	26	42	8	6	33	52	2	2
	5%	8%	7%	4%	4%	7%	6%	4%	3%	7%	6%	5%	3%	5%	6%	3%	2%
Don't always want to be seen when making a call	56	22	41	10	4	21	47	5	3	26	48	5	3	18	45	7	4
	5%	9%	7%	5%	1%	6%	7%	3%	1%	7%	7%	3%	1%	3%	5%	8%	4%
		d	d			h	h			l	l				m	m	
Convenience/ habit	28	9	20	5	4	11	23	4	1	12	25	2	1	5	13	5	8
	3%	4%	3%	2%	1%	3%	3%	2%	*%	3%	3%	1%	*%	1%	1%	6%	10%
															mn	mn	
Don't know	54	12	26	8	20	21	35	6	13	22	37	4	13	37	45	4	6
	5%	5%	5%	4%	7%	6%	5%	4%	6%	6%	5%	3%	7%	6%	5%	4%	7%
NOT SUITABLE	341	91	206	72	63	118	251	48	43	132	255	48	38	225	300	21	18
	32%	38%	36%	33%	22%	33%	36%	29%	20%	35%	36%	30%	19%	34%	34%	24%	21%
		d	d	d		h	h			l	l	l		p	p		
CONVENIENCE	261	72	182	41	39	121	212	24	25	129	217	22	23	132	187	37	33
	24%	30%	32%	19%	13%	34%	30%	15%	12%	34%	30%	13%	12%	20%	21%	42%	40%
		cd	cd			gh	gh			kl	kl				mn	mn	
QUALITY OF SERVICE	134	41	79	31	23	57	100	22	12	60	101	23	9	87	113	9	9
	12%	17%	14%	14%	8%	16%	14%	13%	6%	16%	14%	14%	5%	13%	13%	10%	11%
		d	d			h	h	h		l	l	l					
PRICE	56	18	38	8	10	24	42	7	7	26	42	8	6	33	52	2	2
	5%	8%	7%	4%	4%	7%	6%	4%	3%	7%	6%	5%	3%	5%	6%	3%	2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

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**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1051	389	600	237	325	126	127	67	226	571	47	676	179	196	127	63
Effective Weighted Sample	865	331	502	199	265	99	105	54	185	497	39	571	144	160	107	56
Total	1073	432	634	225	313	126	120	66	215	641	40	747	138	188	136	68
Not suitable for certain types of conversation	288	102	165	69	94	30	40	20	66	181	7	217	34	38	36	23
	27%	24%	26%	31%	30%	24%	33% j	30%	31%	28%	16%	29% m	24%	20%	27%	35%
Not applicable - already make all calls this way instead of landline	256	174	207	17	25	25	8	8	19	218	2	189	12	55	33	15
	24%	40% bcde	33% cde	7%	8%	20% cd	6%	12%	9%	34% fghj	6%	25% l	9%	29% l	25%	23%
Inconvenient/ difficult to use	150	44	68	48	64	18	25	8	39	72	6	95	27	28	19	11
	14%	10%	11%	22% ab	20% ab	14%	21% i	12%	18% i	11%	15%	13%	19% k	15%	14%	16%
Not all contacts have this	92	27	48	33	40	4	12	7	20	41	11	48	24	21	17	3
	9%	6%	8%	15% abe	13% abe	3%	10%	10%	9%	6%	28% fghi	6%	17% k	11% k	12%	4%
Reliability of connection	87	23	42	23	30	14	14	6	25	45	5	65	11	10	13	7
	8%	5%	7%	10% a	10% a	11%	12%	10%	12% i	7%	11%	9%	8%	5%	10%	10%
Quality of line/ calls	71	21	36	18	25	10	16	7	27	32	-	48	11	11	6	5
	7%	5%	6%	8%	8%	8%	13% ij	11% j	12% ij	5%	-%	6%	8%	6%	4%	8%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

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**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1051	389	600	237	325	126	127	67	226	571	47	676	179	196	127	63
Effective Weighted Sample	865	331	502	199	265	99	105	54	185	497	39	571	144	160	107	56
Total	1073	432	634	225	313	126	120	66	215	641	40	747	138	188	136	68
Get 'free'/ pre-paid/ bundled/ time-specific minutes on landline	56	14	27	12	22	7	10	5	18	37	-	45	5	7	8	6
	5%	3%	4%	5%	7%	6%	9%	8%	9%	6%	-%	6%	3%	4%	6%	9%
					a											
Don't always want to be seen when making a call	56	11	19	19	27	9	7	8	16	16	3	34	12	10	4	4
	5%	3%	3%	8%	9%	7%	5%	12%	8%	2%	7%	5%	9%	5%	3%	7%
				ab	ab	a		i	i							
Convenience/ habit	28	5	16	8	8	4	4	2	6	9	4	16	9	3	*	1
	3%	1%	3%	4%	3%	3%	3%	3%	3%	1%	10%	2%	6%	1%	*%	2%
											hi		km			
Don't know	54	23	31	9	14	9	5	-	8	29	3	38	7	10	6	-
	5%	5%	5%	4%	5%	7%	5%	-%	4%	4%	8%	5%	5%	5%	4%	-%
											g					
NOT SUITABLE	341	113	184	87	121	37	46	28	82	195	9	251	43	47	40	28
	32%	26%	29%	39%	39%	29%	39%	43%	38%	31%	23%	34%	32%	25%	30%	41%
				ab	ab							m				
CONVENIENCE	261	76	130	85	107	24	37	16	59	121	21	156	57	49	36	15
	24%	18%	20%	38%	34%	19%	31%	24%	27%	19%	51%	21%	41%	26%	26%	22%
				abe	abe		i		i		fghi		km			
QUALITY OF SERVICE	134	40	66	32	45	23	23	11	41	67	5	97	18	18	17	9
	12%	9%	10%	14%	14%	18%	19%	17%	19%	10%	11%	13%	13%	10%	12%	13%
						ab	i		i							

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

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**Table 54**

**Q36. Why don't you make all your calls by using online call services like Skype or FaceTime when you're at home instead of using your landline? (MULTI CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service) in a household where someone uses a VoIP service with a mobile phone in the household

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS			
	Total	STRONGLY AGREE	STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			AGREE	DISAGREE												
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1051	389	600	237	325	126	127	67	226	571	47	676	179	196	127	63
Effective Weighted Sample	865	331	502	199	265	99	105	54	185	497	39	571	144	160	107	56
Total	1073	432	634	225	313	126	120	66	215	641	40	747	138	188	136	68
PRICE	56	14	27	12	22	7	10	5	18	37	-	45	5	7	8	6
	5%	3%	4%	5%	7%	6%	9%	8%	9%	6%	-%	6%	3%	4%	6%	9%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 55**

**Q37. How much does your household spend per month on landline services in total? IF NECESSARY How much is a typical monthly bill for your home landline calls, line rental and any other landline services? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
UP TO £25	912	490	422	73	211	156	164	133	95	79	367	174	261	241	204	204	103	100
	33%	36%	30%	29%	38%	33%	32%	35%	29%	27%	36%	28%	33%	32%	33%	33%	32%	35%
		b			chik			ik			hik							
£26 - £50	722	362	360	67	143	118	130	99	93	70	262	163	205	203	164	150	92	58
	26%	27%	25%	27%	26%	25%	26%	26%	28%	24%	26%	26%	26%	27%	26%	24%	28%	20%
														q	q		q	
OVER £50	160	79	81	9	23	36	35	25	16	16	58	32	53	35	42	31	18	12
	6%	6%	6%	3%	4%	8%	7%	7%	5%	5%	6%	5%	7%	5%	7%	5%	6%	4%
						d												
DON'T KNOW	991	433	557	105	177	157	178	122	130	123	334	252	268	278	209	234	115	119
	36%	32%	39%	41%	32%	34%	35%	32%	39%	43%	33%	41%	34%	37%	34%	38%	35%	41%
			a	dgj					j	defgj		degj						ln
Mean total spend per month	32.5	31.2	33.9	28.3	28.3	35.5	39.5	30.3	30.9	32.0	31.5	31.4	33.4	30.8	33.9	32.0	31.8	32.3
						d	d			d		d						
Standard deviation	47.12	41.61	52.42	13.22	15.33	56.56	88.87	17.15	17.16	26.40	39.78	21.74	52.91	20.12	58.12	49.79	23.55	70.01
Standard error	1.11	1.37	1.75	1.21	.89	3.20	4.86	.98	1.05	1.97	1.61	1.03	2.30	.90	3.06	2.43	1.59	4.95
Median spend per month	25	25	26	26	25	25	25	25	27	26	25	26	25	25	25	25	27	25
Standard deviation	17.64	17.81	17.44	13.22	15.33	21.90	18.82	17.15	17.16	15.59	18.66	16.46	19.16	17.01	18.77	14.82	14.32	15.31

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 55**

**Q37. How much does your household spend per month on landline services in total? IF NECESSARY How much is a typical monthly bill for your home landline calls, line rental and any other landline services? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i		ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
UP TO £25	912	134	573	40	164	175	150	154	110	79	244	756	30	80	45	777	135
	33%	29%	34%	25%	35%	36%	38%	39%	36%	33%	26%	32%	21%	36%	54%	32%	35%
			c		ac	j	j	j	j			l		l	klm		
£26 - £50	722	131	440	32	118	144	111	106	71	61	228	596	51	53	22	609	112
	26%	28%	26%	21%	26%	30%	28%	27%	23%	25%	24%	25%	36%	24%	26%	25%	29%
						j							km				
OVER £50	160	25	104	7	23	27	23	15	18	24	53	131	13	11	5	142	18
	6%	5%	6%	5%	5%	5%	6%	4%	6%	10%	6%	6%	9%	5%	6%	6%	4%
										egj			k				
DON'T KNOW	991	176	579	76	157	143	116	123	109	77	422	855	46	78	11	866	125
	36%	38%	34%	49%	34%	29%	29%	31%	35%	32%	44%	37%	33%	35%	14%	36%	32%
				abd							efghi	n	n	n			
Mean total spend per month	32.5	30.7	33.2	34.1	31.5	32.0	29.3	27.8	35.5	45.0	32.1	32.8	35.0	30.7	27.2	33.0	29.6
										efgj	fg		n				
Standard deviation	47.12	16.58	51.38	34.67	53.04	50.96	16.78	14.53	80.54	94.22	18.61	51.09	19.25	20.16	14.78	50.60	15.82
Standard error	1.11	.89	1.59	3.47	2.97	2.67	.98	.90	5.56	7.08	.83	1.32	1.51	2.00	1.94	1.30	.93
Median spend per month	25	26	25	25	25	25	25	25	25	30	27	25	30	25	22	25	25
Standard deviation	17.64	16.58	18.77	16.14	14.47	17.23	16.78	14.53	15.26	25.96	17.29	17.36	19.25	20.16	14.78	17.94	15.82
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 55**

**Q37. How much does your household spend per month on landline services in total? IF NECESSARY How much is a typical monthly bill for your home landline calls, line rental and any other landline services? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
UP TO £25	912	877	912	858	813	82	826	513	358	99	813	54	858	789	70	25	29
	33%	33%	33%	33%	33%	36%	33%	33%	33%	31%	33%	34%	33%	33%	31%	35%	33%
£26 - £50	722	696	722	684	654	61	655	365	260	68	654	38	684	632	51	21	17
	26%	26%	26%	26%	26%	27%	26%	23%	24%	22%	26%	24%	26%	26%	23%	30%	19%
					g												
OVER £50	160	158	160	153	146	11	146	97	65	14	146	7	153	144	9	2	5
	6%	6%	6%	6%	6%	5%	6%	6%	6%	4%	6%	4%	6%	6%	4%	3%	5%
DON'T KNOW	991	943	991	930	856	76	868	594	391	135	856	60	930	833	97	23	38
	36%	35%	36%	35%	35%	33%	35%	38%	36%	43%	35%	38%	35%	35%	43%	32%	43%
										jlm					jm		
Mean total spend per month	32.5	32.8	32.5	32.9	33.1	34.2	32.9	33.8	33.6	27.9	33.1	27.0	32.9	33.3	27.8	25.7	28.3
Standard deviation	47.12	47.89	47.12	48.31	49.45	73.46	49.24	55.18	58.11	13.95	49.45	15.91	48.31	50.12	12.37	14.10	17.51
Standard error	1.11	1.14	1.11	1.17	1.22	6.06	1.21	1.77	2.24	1.12	1.22	1.56	1.17	1.25	1.20	1.87	2.55
Median spend per month	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
Standard deviation	17.64	17.78	17.64	17.72	17.99	15.38	17.96	19.38	16.88	13.95	17.99	15.91	17.72	18.08	12.37	14.10	17.51

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 55**

**Q37. How much does your household spend per month on landline services in total? IF NECESSARY How much is a typical monthly bill for your home landline calls, line rental and any other landline services? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
UP TO £25	912	51	759	254	256	31	102	151	45	25	330	580	46	131	386	517	395
	33%	48%	32%	27%	39%	34%	32%	27%	48%	63%	30%	35%	48%	38%	34%	35%	30%
		b			cfgj				cfgjk	cdefgjk		cgj	cfgjk	p	p	p	
£26 - £50	722	24	627	279	131	23	128	103	26	5	328	392	24	95	290	385	337
	26%	23%	27%	30%	20%	25%	40%	19%	28%	12%	30%	24%	25%	28%	26%	26%	26%
				dgik			cdegijkl				dgik	g					
OVER £50	160	3	143	67	37	2	6	42	1	4	69	91	2	11	73	83	76
	6%	3%	6%	7%	6%	2%	2%	8%	1%	10%	6%	5%	2%	3%	6%	6%	6%
			a	fh	f			fh		fh	fh	f			m		
DON'T KNOW	991	29	816	328	228	36	85	254	21	6	385	597	23	109	375	484	507
	36%	27%	35%	35%	35%	39%	26%	46%	23%	15%	35%	36%	24%	32%	33%	33%	39%
			a	fhil	fhi	fhil		cdfhijkl			fhi	fhil					mno
Mean total spend per month	32.5	25.3	33.5	36.0	33.8	26.5	28.3	31.9	24.0	29.2	34.1	31.5	27.5	32.7	32.0	32.2	33.0
		a		fh			h	fh									
Standard deviation	47.12	13.59	50.65	50.31	72.60	10.04	10.11	20.56	10.00	22.45	46.04	47.91	22.37	61.66	44.53	49.15	44.55
Standard error	1.11	.95	1.33	1.94	3.71	1.35	.65	1.24	1.16	3.74	1.63	1.51	2.60	4.38	1.58	1.56	1.56
Median spend per month	25	25	26	29	24	25	28	25	24	22	28	25	25	25	25	25	26
Standard deviation	17.64	13.59	18.17	17.73	18.34	10.04	10.11	20.56	10.00	22.45	16.93	18.06	22.37	14.08	17.04	16.40	19.03
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 55**

**Q37. How much does your household spend per month on landline services in total? IF NECESSARY How much is a typical monthly bill for your home landline calls, line rental and any other landline services? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
UP TO £25	912	187	477	181	254	285	576	147	189	310	597	141	174	443	658	105	95
	33%	26%	29%	38%	40%	28%	29%	41%	40%	29%	30%	42%	39%	33%	33%	33%	31%
				ab	ab			ef	ef			ij	ij				
£26 - £50	722	215	467	124	132	274	527	85	110	300	535	80	107	360	530	81	73
	26%	30%	28%	26%	21%	27%	27%	24%	23%	28%	27%	24%	24%	27%	26%	26%	24%
		d	d														
OVER £50	160	51	115	21	23	72	132	16	12	75	132	16	12	85	120	10	23
	6%	7%	7%	4%	4%	7%	7%	5%	3%	7%	7%	5%	3%	6%	6%	3%	8%
		d	d			h	h			l	l			o			o
DON'T KNOW	991	255	608	157	226	377	724	108	159	401	738	101	151	464	696	121	113
	36%	36%	36%	32%	36%	37%	37%	30%	34%	37%	37%	30%	34%	34%	35%	38%	37%
						g	g			k	k						
Mean total spend per month	32.5	33.5	33.7	33.7	28.5	36.4	33.8	34.6	26.0	35.8	33.5	35.0	26.5	35.2	33.5	29.0	32.3
		d	d			h	h			l	l						
Standard deviation	47.12	20.81	39.80	66.21	46.24	60.83	45.18	75.26	12.36	58.53	44.73	76.73	12.47	64.46	53.92	17.85	21.58
Standard error	1.11	.95	1.18	3.60	2.52	2.34	1.24	4.92	.78	2.16	1.22	5.16	.82	2.26	1.51	1.19	1.53
Median spend per month	25	29	28	25	23	28	28	25	23	28	27	24	24	25	25	25	26
Standard deviation	17.64	18.07	17.21	22.37	13.37	18.19	17.20	23.63	12.36	17.89	17.14	23.94	12.47	18.43	17.62	13.66	21.58

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 55**

**Q37. How much does your household spend per month on landline services in total? IF NECESSARY How much is a typical monthly bill for your home landline calls, line rental and any other landline services? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	AGREE	DISAGREE	DISAGREE											
		a	b	c	d											
Significance Level: 95%	e	f	g	h	i	j	k	l	m	n	o					
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
UP TO £25	912	340	490	227	301	120	123	72	231	494	41	566	179	166	85	31
	33%	39%	37%	28%	28%	31%	25%	28%	28%	35%	36%	34%	28%	33%	31%	31%
		cde	cd							fgh	f	l				
£26 - £50	722	198	314	213	303	104	137	58	214	387	24	439	158	125	84	27
	26%	23%	24%	26%	28%	27%	28%	23%	26%	28%	21%	27%	25%	24%	30%	27%
					ab											
OVER £50	160	45	77	57	67	16	33	14	52	78	10	100	33	27	20	11
	6%	5%	6%	7%	6%	4%	7%	5%	6%	6%	8%	6%	5%	5%	7%	11%
DON'T KNOW	991	295	439	319	407	145	198	113	337	439	40	536	262	192	87	31
	36%	34%	33%	39%	38%	38%	40%	44%	40%	31%	35%	33%	41%	38%	31%	31%
				ab	b		i	i	i				k			
Mean total spend per month	32.5	29.8	33.0	33.3	32.8	30.2	34.0	38.4	34.6	31.0	32.2	33.0	30.8	33.0	33.5	39.0
Standard deviation	47.12	48.33	63.91	22.96	21.57	17.45	21.47	94.63	53.81	34.33	20.30	51.29	20.48	53.81	24.81	34.86
Standard error	1.11	2.10	2.19	.99	.81	1.12	1.20	7.75	2.34	1.15	2.28	1.61	.95	2.95	1.84	4.36
Median spend per month	25	25	25	28	28	26	28	25	27	25	25	25	26	25	30	29
Standard deviation	17.64	13.93	16.56	20.73	19.82	14.08	19.44	18.49	18.80	17.29	20.30	17.85	16.90	17.83	18.92	21.38
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 56**

**Q38. How much of the total landline bill for (TOTAL SPEND AT Q37) per month is for line rental? IF NECESSARY - Within the typical monthly bill for your home landline, how much of the charge is for line rental rather than for calls or any other landline services? (SINGLE CODE)**

Base : Those providing an estimate of the total spend per month on landline services

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1810	917	893	119	294	313	334	306	265	179	607	444	531	499	360	419	219	200
Effective Weighted Sample	1483	760	723	106	250	265	280	240	223	155	507	376	417	412	308	354	189	165
Total	1793	931	862	149	377	310	330	258	205	165	687	370	519	478	410	385	214	171
UP TO £15	529	305	224	53	132	101	99	70	35	38	234	73	189	130	116	94	51	43
	30%	33%	26%	36%	35%	33%	30%	27%	17%	23%	34%	20%	36%	27%	28%	24%	24%	25%
£16 - £20	624	339	285	40	117	109	114	95	88	61	226	149	192	174	127	131	73	59
	35%	36%	33%	27%	31%	35%	35%	37%	43%	37%	33%	40%	37%	36%	31%	34%	34%	34%
OVER £20	135	64	71	11	20	24	32	23	13	11	44	24	35	30	40	30	22	8
	8%	7%	8%	7%	5%	8%	10%	9%	6%	7%	6%	7%	7%	6%	10%	8%	10%	5%
DON'T KNOW	505	223	282	45	108	75	84	69	69	54	183	123	103	145	126	130	69	61
	28%	24%	33%	30%	29%	24%	25%	27%	34%	33%	27%	33%	20%	30%	31%	34%	32%	36%
Mean line rental spend per month	16.5	16.1	17.1	16.0	15.8	16.5	16.6	16.8	17.4	17.3	16.1	17.3	16.0	16.5	17.2	16.8	17.2	16.2
			a						dj	d		dj			l	l	l	
Standard deviation	5.83	5.57	6.10	6.89	5.65	6.16	4.95	5.77	5.05	7.06	5.90	6.02	5.52	6.11	6.58	4.97	5.06	4.82
Standard error	.16	.21	.25	.77	.39	.40	.31	.38	.38	.65	.28	.35	.27	.33	.41	.30	.42	.43
Median line rental spend per month	17	17	17	15	16	17	17	17	17	17	16	17	17	17	17	17	17	17
Standard deviation	5.83	5.57	6.10	6.89	5.65	6.16	4.95	5.77	5.05	7.06	5.90	6.02	5.52	6.11	6.58	4.97	5.06	4.82
Columns Tested: a.b - c.d.e.f.g.h.i.j.k - l.m.n.o.p.q																		

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 56**

**Q38. How much of the total landline bill for (TOTAL SPEND AT Q37) per month is for line rental? IF NECESSARY - Within the typical monthly bill for your home landline, how much of the charge is for line rental rather than for calls or any other landline services? (SINGLE CODE)**

Base : Those providing an estimate of the total spend per month on landline services

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1810	344	1046	100	319	363	292	262	210	177	506	1487	163	102	58	1523	287
Effective Weighted Sample	1483	292	855	85	271	301	234	207	164	132	447	1237	150	90	53	1260	223
Total	1793	290	1117	79	306	346	284	275	199	164	526	1483	93	145	72	1529	265
UP TO £15	529	60	375	14	81	83	100	92	71	65	119	439	21	34	35	445	84
	30%	21%	34%	17%	26%	24%	35%	33%	36%	39%	23%	30%	23%	24%	49%	29%	32%
			acd				ej	ej	ej	ej					klm		
£16 - £20	624	126	367	23	108	123	93	84	67	62	195	535	34	43	13	536	89
	35%	43%	33%	29%	35%	36%	33%	31%	34%	38%	37%	36%	36%	29%	18%	35%	34%
		bc										n	n				
OVER £20	135	20	86	5	25	25	26	22	19	10	34	120	9	5	1	122	13
	8%	7%	8%	6%	8%	7%	9%	8%	10%	6%	6%	8%	9%	3%	2%	8%	5%
DON'T KNOW	505	85	290	38	92	114	66	77	42	28	178	389	30	63	23	426	79
	28%	29%	26%	47%	30%	33%	23%	28%	21%	17%	34%	26%	32%	43%	32%	28%	30%
				abd		fhi		i			fhi			k			
Mean line rental spend per month	16.5	17.3	16.3	17.6	16.6	17.0	16.1	15.7	16.1	16.5	17.1	16.6	17.6	16.4	14.1	16.6	16.2
		b				g					fg	n	n	n			
Standard deviation	5.83	6.13	5.99	5.53	4.85	6.47	5.17	5.35	6.08	5.00	6.18	5.78	8.65	3.71	4.83	5.75	6.32
Standard error	.16	.39	.21	.77	.32	.41	.35	.39	.48	.41	.34	.18	.82	.49	.75	.17	.45
Median line rental spend per month	17	17	17	18	17	17	16	16	16	17	18	17	18	17	15	17	17
Standard deviation	5.83	6.13	5.99	5.53	4.85	6.47	5.17	5.35	6.08	5.00	6.18	5.78	8.65	3.71	4.83	5.75	6.32
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 56**

**Q38. How much of the total landline bill for (TOTAL SPEND AT Q37) per month is for line rental? IF NECESSARY - Within the typical monthly bill for your home landline, how much of the charge is for line rental rather than for calls or any other landline services? (SINGLE CODE)**

Base : Those providing an estimate of the total spend per month on landline services

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	1810	1756	1810	1706	1656	147	1668	976	675	154	1656	104	1706	1599	107	57	47
Effective Weighted Sample	1483	1438	1483	1394	1342	120	1354	800	558	141	1342	89	1394	1297	98	47	43
Total	1793	1731	1793	1695	1613	154	1628	975	682	181	1613	99	1695	1565	130	48	51
UP TO £15	529	508	529	501	495	49	498	335	218	34	495	28	501	479	23	17	12
	30%	29%	30%	30%	31%	32%	31%	34%	32%	19%	31%	29%	30%	31%	17%	34%	23%
								abc			in		in	in		in	
£16 - £20	624	610	624	595	558	58	565	345	246	67	558	30	595	541	53	16	14
	35%	35%	35%	35%	35%	37%	35%	35%	36%	37%	35%	30%	35%	35%	41%	34%	27%
OVER £20	135	132	135	130	115	16	115	55	52	20	115	5	130	113	18	2	3
	8%	8%	8%	8%	7%	11%	7%	6%	8%	11%	7%	5%	8%	7%	13%	5%	5%
						g									jklm		
DON'T KNOW	505	480	505	469	445	32	450	240	167	60	445	36	469	432	37	13	23
	28%	28%	28%	28%	28%	21%	28%	25%	24%	33%	28%	36%	28%	28%	28%	27%	45%
																jlm	
Mean line rental spend per month	16.5	16.6	16.5	16.5	16.4	16.3	16.4	16.0	16.6	18.2	16.4	16.8	16.5	16.4	18.2	15.5	18.4
		g								jlm					jlm		
Standard deviation	5.83	5.80	5.83	5.66	5.66	7.04	5.65	5.44	5.96	7.08	5.66	8.66	5.66	5.70	4.89	4.52	11.91
Standard error	.16	.16	.16	.16	.16	.65	.16	.20	.26	.70	.16	1.06	.16	.17	.57	.72	2.29
Median line rental spend per month	17	17	17	17	17	17	17	16	17	18	17	16	17	17	18	16	17
Standard deviation	5.83	5.80	5.83	5.66	5.66	7.04	5.65	5.44	5.96	7.08	5.66	8.66	5.66	5.70	4.89	4.52	11.91
Columns Tested:	a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 56**

**Q38. How much of the total landline bill for (TOTAL SPEND AT Q37) per month is for line rental? IF NECESSARY - Within the typical monthly bill for your home landline, how much of the charge is for line rental rather than for calls or any other landline services? (SINGLE CODE)**

Base : Those providing an estimate of the total spend per month on landline services

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1810	206	1446	672	383	55	239	274	74	36	801	1006	74	198	792	990	820
Effective Weighted Sample	1483	163	1235	510	332	47	201	243	62	28	619	862	58	165	651	809	674
Total	1793	79	1530	600	424	56	237	296	72	33	727	1063	73	236	749	985	808
UP TO £15	529	20	473	133	148	25	55	107	25	9	182	346	27	86	221	306	223
	30%	26%	31%	22%	35%	44%	23%	36%	34%	26%	25%	33%	37%	36%	29%	31%	28%
					cfj	cfj		cfj	c			cfj	cfj	p			
£16 - £20	624	25	532	223	164	13	85	90	25	5	261	363	19	74	280	354	270
	35%	32%	35%	37%	39%	23%	36%	30%	35%	15%	36%	34%	26%	31%	37%	36%	33%
				i	egi		i		i		i	i					
OVER £20	135	10	105	76	24	1	14	16	3	1	80	55	1	8	54	62	73
	8%	13%	7%	13%	6%	1%	6%	5%	5%	3%	11%	5%	1%	4%	7%	6%	9%
		b		defgkl							defgkl						m
DON'T KNOW	505	23	419	168	88	18	83	83	19	19	205	299	26	68	194	262	242
	28%	30%	27%	28%	21%	32%	35%	28%	26%	56%	28%	28%	36%	29%	26%	27%	30%
				d			dk	d		cdefghjk	d	d	d				
Mean line rental spend per month	16.5	17.3	16.3	18.1	16.0	12.3	16.5	16.0	15.2	17.3	17.4	16.0	13.7	15.8	16.3	16.2	17.0
		b		defghkl	el		el	el	e		degkhl	el					mno
Standard deviation	5.83	7.84	5.54	6.42	5.09	6.45	4.61	6.02	4.00	7.01	6.43	5.33	4.97	5.47	5.26	5.31	6.41
Standard error	.16	.65	.17	.29	.29	1.07	.36	.43	.54	1.61	.27	.20	.70	.46	.22	.20	.27
Median line rental spend per month	17	18	17	18	16	14	17	15	16	15	18	16	14	15	17	17	17
Standard deviation	5.83	7.84	5.54	6.42	5.09	6.45	4.61	6.02	4.00	7.01	6.43	5.33	4.97	5.47	5.26	5.31	6.41
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 56**

**Q38. How much of the total landline bill for (TOTAL SPEND AT Q37) per month is for line rental? IF NECESSARY - Within the typical monthly bill for your home landline, how much of the charge is for line rental rather than for calls or any other landline services? (SINGLE CODE)**

Base : Those providing an estimate of the total spend per month on landline services

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1810	485	1133	339	338	677	1324	234	252	736	1355	221	234	814	1280	226	200
Effective Weighted Sample	1483	398	926	271	295	561	1078	190	224	611	1103	181	209	710	1069	169	157
Total	1793	454	1059	326	408	630	1235	248	311	684	1263	238	292	888	1307	196	192
UP TO £15	529	107	297	101	131	156	347	88	94	174	359	82	88	273	395	58	48
	30%	24%	28%	31%	32%	25%	28%	36%	30%	25%	28%	34%	30%	31%	30%	29%	25%
				a	a			ef				i					
£16 - £20	624	164	347	143	135	222	432	96	97	240	440	92	92	320	461	67	67
	35%	36%	33%	44%	33%	35%	35%	39%	31%	35%	35%	39%	32%	36%	35%	34%	35%
				abd													
OVER £20	135	39	104	17	14	61	109	14	11	65	112	12	11	66	104	12	15
	8%	9%	10%	5%	3%	10%	9%	6%	4%	9%	9%	5%	4%	7%	8%	6%	8%
		d	cd			h	h			l	l						
DON'T KNOW	505	144	311	65	129	191	347	50	108	206	352	52	101	228	347	60	62
	28%	32%	29%	20%	31%	30%	28%	20%	35%	30%	28%	22%	35%	26%	27%	31%	32%
		c	c		c	g	g		fg	k			k				
Mean line rental spend per month	16.5	17.2	16.9	16.4	15.7	17.1	16.9	16.0	15.5	17.0	16.8	16.1	15.7	16.5	16.5	16.4	16.5
		d	d			gh	gh			kl	l						
Standard deviation	5.83	5.15	6.17	5.46	5.13	5.44	5.90	5.83	5.41	5.41	5.93	5.68	5.41	5.40	5.69	5.51	5.58
Standard error	.16	.28	.22	.33	.34	.25	.19	.43	.42	.24	.19	.43	.43	.22	.19	.44	.48
Median line rental spend per month	17	17	17	17	16	17	17	17	16	17	17	16	16	17	17	17	17
Standard deviation	5.83	5.15	6.17	5.46	5.13	5.44	5.90	5.83	5.41	5.41	5.93	5.68	5.41	5.40	5.69	5.51	5.58
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 56**

**Q38. How much of the total landline bill for (TOTAL SPEND AT Q37) per month is for line rental? IF NECESSARY - Within the typical monthly bill for your home landline, how much of the charge is for line rental rather than for calls or any other landline services? (SINGLE CODE)**

Base : Those providing an estimate of the total spend per month on landline services

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			AGREE	DISAGREE												
																RETIRED
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1810	528	855	534	713	242	318	149	531	887	79	1018	460	332	182	64
Effective Weighted Sample	1483	449	700	451	589	197	269	122	441	758	59	844	389	275	147	56
Total	1793	583	881	497	672	241	293	144	496	959	75	1106	370	318	189	69
UP TO £15	529	206	293	119	170	66	65	31	127	291	24	363	76	91	69	23
	30%	35%	33%	24%	25%	28%	22%	22%	26%	30%	31%	33%	20%	28%	37%	34%
		cd	cd							fg		l		l		
£16 - £20	624	198	303	167	233	88	99	46	163	362	25	372	138	114	47	21
	35%	34%	34%	34%	35%	37%	34%	32%	33%	38%	33%	34%	37%	36%	25%	31%
OVER £20	135	28	52	47	65	18	21	16	40	70	6	87	30	18	17	4
	8%	5%	6%	9%	10%	7%	7%	11%	8%	7%	8%	8%	8%	6%	9%	6%
				ab	ab											
DON'T KNOW	505	151	232	164	204	69	108	52	167	235	21	284	125	95	56	21
	28%	26%	26%	33%	30%	29%	37%	36%	34%	25%	28%	26%	34%	30%	30%	30%
				ab			i	i	i				k			
Mean line rental spend per month	16.5	15.9	16.2	17.2	17.0	16.7	17.1	17.5	17.0	16.4	16.5	16.3	17.4	16.6	16.7	16.0
				ab	ab								k			
Standard deviation	5.83	5.13	5.75	6.47	6.23	4.89	5.92	7.88	6.38	5.69	4.36	5.68	6.09	6.05	8.25	5.46
Standard error	.16	.26	.23	.34	.28	.38	.42	.79	.34	.22	.60	.21	.35	.40	.72	.81
Median line rental spend per month	17	16	16	17	17	18	17	18	17	17	17	17	17	17	15	16
Standard deviation	5.83	5.13	5.75	6.47	6.23	4.89	5.92	7.88	6.38	5.69	4.36	5.68	6.09	6.05	8.25	5.46
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 57**

**VALUE USED TO REPRESENT 10% INCREASE IN MONTHLY SPEND ON CALLS - BASED ON ACTUAL MONTHLY SPEND (AT Q37 AND Q38) OR USING EXAMPLE MONTHLY SPEND ON CALLS OF £6**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Under £0.50	294	176	118	28	79	45	57	40	26	18	124	45	80	78	71	64	32	32
	11%	13%	8%	11%	14%	10%	11%	10%	8%	6%	12%	7%	10%	10%	11%	10%	10%	11%
		b			ehik		ik				hik							
£0.50 to £0.99	1870	851	1019	173	346	301	330	252	252	217	647	469	495	520	413	439	221	218
	67%	62%	72%	68%	62%	64%	65%	66%	75%	75%	63%	75%	63%	69%	67%	71%	67%	75%
		a							defgj	defgj	defgj		l		l		lnp	
£1.00 to £1.49	195	114	81	18	45	36	30	27	19	20	81	39	66	53	44	33	24	9
	7%	8%	6%	7%	8%	8%	6%	7%	6%	7%	8%	6%	8%	7%	7%	5%	7%	3%
		b											oq	q	q		q	
£1.50 to £1.99	143	81	61	8	44	25	26	16	9	15	69	24	54	33	30	26	16	11
	5%	6%	4%	3%	8%	5%	5%	4%	3%	5%	7%	4%	7%	4%	5%	4%	5%	4%
					cghk						hk							
£2.00 to £2.99	148	74	74	18	22	29	29	24	15	11	51	26	46	38	34	30	17	14
	5%	5%	5%	7%	4%	6%	6%	6%	4%	4%	5%	4%	6%	5%	6%	5%	5%	5%
£3.00 or more	134	67	67	8	18	31	36	21	13	7	49	20	47	34	26	26	19	7
	5%	5%	5%	3%	3%	7%	7%	6%	4%	2%	5%	3%	6%	5%	4%	4%	6%	3%
						dik	dik						q					
Mean £s per month	.93	.95	.91	.86	.85	1.03	1.02	.97	.87	.84	.93	.86	1.02	.89	.92	.87	.95	.79
						dhik	dhik	k					moq		q		q	
Standard deviation	1.04	1.10	.97	.77	.78	1.31	1.24	1.05	.95	.83	1.06	.90	1.22	.95	1.02	.89	.97	.78
Standard error	.02	.03	.03	.06	.04	.06	.06	.05	.05	.05	.04	.03	.04	.03	.04	.03	.05	.04
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 57**

**VALUE USED TO REPRESENT 10% INCREASE IN MONTHLY SPEND ON CALLS - BASED ON ACTUAL MONTHLY SPEND (AT Q37 AND Q38) OR USING EXAMPLE MONTHLY SPEND ON CALLS OF £6**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Under £0.50	294 11%	37 8%	193 11% ac	8 5%	56 12% ac	54 11%	46 12%	47 12%	45 15% j	22 9%	80 8%	240 10% l	7 5%	31 14% l	16 19% kl	253 11%	41 10%
£0.50 to £0.99	1870 67%	337 72% b	1092 64%	132 85% abd	307 66%	334 68% i	259 65%	255 64%	189 62%	143 59%	690 73% fghi	1567 67%	97 70% n	160 72% n	46 55%	1609 67%	261 67%
£1.00 to £1.49	195 7%	33 7%	130 8%	6 4%	27 6%	26 5%	29 7%	36 9% e	26 9%	23 9%	55 6%	163 7%	11 8%	10 5%	11 14% km	165 7%	31 8%
£1.50 to £1.99	143 5%	19 4%	97 6%	4 3%	22 5%	29 6% j	24 6% j	25 6% j	20 6% j	14 6%	31 3%	121 5%	6 4%	12 6%	3 4%	120 5%	23 6%
£2.00 to £2.99	148 5%	22 5%	96 6%	4 3%	26 6%	24 5%	21 5%	23 6%	17 6%	13 6%	50 5%	128 5%	10 7%	6 3%	5 5%	127 5%	21 5%
£3.00 or more	134 5%	18 4%	89 5% c	2 1%	24 5% c	22 5%	21 5%	12 3%	10 3%	26 11% efghj	42 4%	120 5%	8 6% m	3 1%	2 3%	120 5%	13 3%
Mean £s per month	.93	.90 c	.96 c	.72	.93 c	.92	.97	.87	.88	1.18 efghj	.90	.95 m	1.04 m	.72	.79	.94	.88
Standard deviation	1.04	.99	1.10	.52	.98	1.10	1.01	.81	.87	1.61	.96	1.08	1.12	.56	.66	1.07	.79
Standard error	.02	.04	.03	.04	.04	.05	.05	.04	.05	.10	.03	.02	.07	.05	.08	.02	.04
Columns Tested:	a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 57**

**VALUE USED TO REPRESENT 10% INCREASE IN MONTHLY SPEND ON CALLS - BASED ON ACTUAL MONTHLY SPEND (AT Q37 AND Q38) OR USING EXAMPLE MONTHLY SPEND ON CALLS OF £6**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Under £0.50	294	280	294	282	266	33	272	175	140	28	266	12	282	258	24	8	4
	11%	10%	11%	11%	11%	14%	11%	11%	13%	9%	11%	7%	11%	11%	11%	11%	5%
£0.50 to £0.99	1870	1789	1870	1751	1628	140	1646	1049	691	243	1628	119	1751	1583	168	44	75
	67%	67%	67%	67%	66%	61%	66%	67%	64%	77%	66%	75%	67%	66%	74%	63%	84%
										jlmo		jlmo			jlmo		jlmo
£1.00 to £1.49	195	187	195	181	179	20	179	114	76	16	179	14	181	170	11	9	5
	7%	7%	7%	7%	7%	9%	7%	7%	7%	5%	7%	9%	7%	7%	5%	13%	5%
																in	
£1.50 to £1.99	143	141	143	137	132	15	133	81	52	11	132	5	137	128	10	4	2
	5%	5%	5%	5%	5%	7%	5%	5%	5%	4%	5%	3%	5%	5%	4%	5%	2%
£2.00 to £2.99	148	144	148	143	139	13	140	77	62	10	139	5	143	135	8	4	1
	5%	5%	5%	5%	6%	6%	6%	5%	6%	3%	6%	3%	5%	6%	4%	6%	2%
£3.00 or more	134	133	134	129	125	10	125	73	53	8	125	4	129	123	6	2	2
	5%	5%	5%	5%	5%	4%	5%	5%	5%	3%	5%	3%	5%	5%	3%	3%	2%
Mean £s per month	.93	.94	.93	.94	.95	.90	.94	.93	.91	.79	.95	.80	.94	.95	.82	.90	.72
											i		i	i			
Standard deviation	1.04	1.05	1.04	1.05	1.07	.85	1.06	1.14	.92	.74	1.07	.71	1.05	1.07	.81	.88	.53
Standard error	.02	.02	.02	.02	.02	.06	.02	.03	.03	.05	.02	.06	.02	.02	.06	.10	.06
Columns Tested:	a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 57**

**VALUE USED TO REPRESENT 10% INCREASE IN MONTHLY SPEND ON CALLS - BASED ON ACTUAL MONTHLY SPEND (AT Q37 AND Q38) OR USING EXAMPLE MONTHLY SPEND ON CALLS OF £6**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Under £0.50	294 11%	15 14%	251 11%	81 9%	93 14% cefgj	3 3%	25 8%	55 10% e	22 23% cdefgijkl	5 13%	106 10%	188 11% e	10 11%	36 11%	118 11%	155 11%	139 11%
£0.50 to £0.99	1870 67%	78 72% b	1536 65%	619 67%	423 65%	64 70%	200 62%	408 74% cdfhjkl	53 57%	30 77% h	736 66%	1123 68% h	60 63%	228 66%	743 66%	972 66%	899 68%
£1.00 to £1.49	195 7%	7 7%	172 7%	68 7% g	46 7%	7 7%	36 11% cdgjk	23 4%	7 8%	1 4%	82 7% g	114 7% g	7 7%	24 7%	81 7%	104 7%	91 7%
£1.50 to £1.99	143 5%	4 4%	127 5%	43 5%	30 5%	5 6%	26 8% cgj	21 4%	7 8%	1 2%	55 5%	87 5%	9 9% g	24 7%	58 5%	82 6%	61 5%
£2.00 to £2.99	148 5%	2 1%	137 6% a	51 6%	36 5%	9 10% gk	24 7% g	17 3%	3 4%	1 2%	64 6% g	84 5%	6 7%	19 6%	65 6%	84 6%	64 5%
£3.00 or more	134 5%	2 2%	123 5% a	66 7% dfhk	24 4%	4 4%	10 3%	25 5%	1 1%	1 3%	70 6% dfhk	63 4%	2 3%	13 4%	59 5%	72 5%	62 5%
Mean £s per month	.93	.73	.96 a	1.00 dghk	.88	1.00 h	.95 h	.88	.73	.73	.98 h	.90	1.05	.89	.97	.95	.91
Standard deviation	1.04	.70	1.08	1.05	.99	.81	.75	1.11	.63	.67	1.00	1.06	1.96	.81	1.17	1.09	.97
Standard error	.02	.04	.02	.03	.04	.08	.04	.05	.06	.10	.03	.03	.20	.05	.03	.03	.03
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 57**

**VALUE USED TO REPRESENT 10% INCREASE IN MONTHLY SPEND ON CALLS - BASED ON ACTUAL MONTHLY SPEND (AT Q37 AND Q38) OR USING EXAMPLE MONTHLY SPEND ON CALLS OF £6**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Under £0.50	294	50	131	74	89	83	167	46	81	89	180	43	71	164	218	24	41
	11%	7%	8%	15%	14%	8%	9%	13%	17%	8%	9%	13%	16%	12%	11%	7%	13%
				ab	ab			ef	ef			i	ij	o			o
£0.50 to £0.99	1870	498	1145	304	422	711	1334	232	304	760	1358	224	289	849	1299	235	217
	67%	70%	69%	63%	67%	71%	68%	65%	65%	70%	68%	66%	65%	63%	65%	74%	71%
		c	c			h										mn	mn
£1.00 to £1.49	195	54	126	30	39	72	149	22	24	78	152	20	23	112	153	13	16
	7%	8%	8%	6%	6%	7%	8%	6%	5%	7%	8%	6%	5%	8%	8%	4%	5%
														o	o		
£1.50 to £1.99	143	32	88	22	33	39	98	17	27	48	99	16	27	74	112	20	6
	5%	4%	5%	5%	5%	4%	5%	5%	6%	4%	5%	5%	6%	5%	6%	6%	2%
														p	p	p	
£2.00 to £2.99	148	36	89	29	30	56	109	20	20	58	109	20	20	75	115	18	9
	5%	5%	5%	6%	5%	6%	6%	6%	4%	5%	5%	6%	4%	6%	6%	6%	3%
£3.00 or more	134	39	89	24	21	46	101	18	14	53	103	16	14	78	107	7	16
	5%	5%	5%	5%	3%	5%	5%	5%	3%	5%	5%	5%	3%	6%	5%	2%	5%
														o	o		
Mean £s per month	.93	.98	.97	.94	.82	.94	.96	.98	.78	.95	.95	.98	.80	.98	.96	.87	.85
		d	d			h	h	h		l	l	l					
Standard deviation	1.04	1.05	1.02	1.34	.79	1.03	.99	1.50	.74	1.03	.99	1.52	.75	1.16	1.08	.89	1.00
Standard error	.02	.04	.02	.06	.03	.03	.02	.08	.04	.03	.02	.09	.04	.03	.02	.05	.06
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 57**

VALUE USED TO REPRESENT 10% INCREASE IN MONTHLY SPEND ON CALLS - BASED ON ACTUAL MONTHLY SPEND (AT Q37 AND Q38) OR USING EXAMPLE MONTHLY SPEND ON CALLS OF £6

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS	
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME	
		AGREE	AGREE	DISAGREE	DISAGREE											
		a	b	c	d											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Under £0.50	294	141	177	61	92	24	30	17	62	181	14	176	48	69	27	7
	11%	16%	13%	7%	9%	6%	6%	7%	7%	13%	12%	11%	8%	14%	10%	7%
		cde	cde							fgh		l		l		
£0.50 to £0.99	1870	545	841	591	751	279	367	202	618	851	81	1045	477	348	180	60
	67%	62%	64%	72%	70%	72%	75%	78%	74%	61%	70%	64%	76%	68%	65%	60%
				ab	ab	ab	i	i	i				km			
£1.00 to £1.49	195	61	95	52	72	29	32	18	56	109	4	131	37	27	20	11
	7%	7%	7%	6%	7%	8%	7%	7%	7%	8%	4%	8%	6%	5%	7%	11%
£1.50 to £1.99	143	50	77	30	46	19	21	6	31	87	4	101	25	17	11	3
	5%	6%	6%	4%	4%	5%	4%	2%	4%	6%	4%	6%	4%	3%	4%	3%
			c							gh		lm				
£2.00 to £2.99	148	37	63	42	61	24	17	5	29	91	5	97	25	26	19	7
	5%	4%	5%	5%	6%	6%	4%	2%	4%	6%	4%	6%	4%	5%	7%	7%
										fgh						
£3.00 or more	134	44	67	40	56	11	24	8	37	78	7	92	19	22	19	12
	5%	5%	5%	5%	5%	3%	5%	3%	4%	6%	6%	6%	3%	4%	7%	12%
												l				
Mean £s per month	.93	.87	.92	.94	.97	.87	.92	.81	.89	.98	.93	.98	.85	.87	1.02	1.28
					a					g		lm				
Standard deviation	1.04	.92	1.06	1.05	1.09	.74	.99	.87	.96	1.11	1.11	1.11	.90	.93	1.14	1.54
Standard error	.02	.03	.03	.04	.03	.04	.04	.05	.03	.03	.10	.03	.03	.04	.07	.16
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 58**

**Q39. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on landline calls each month is £6.) If the price of your landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of calls offered by ALL landline call providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
We would switch all calls away from landline to another method	372 13%	158 12%	213 15% a	53 21% ghik	101 18% ghik	81 17% ghik	77 15% ghik	27 7% i	24 7% i	9 3%	182 18% ghik	33 5%	96 12%	119 16%	81 13%	74 12%	38 12%	36 12%
We would switch some but not all calls away from landline to another method	185 7%	93 7%	92 6%	14 6%	40 7%	46 10% fik	27 5%	26 7%	22 7%	10 4%	86 8% fik	32 5%	65 8%	49 7%	35 6%	36 6%	22 7%	14 5%
ANY ACTION	557 20%	252 18%	305 21%	67 26% ghik	141 25% ghik	127 27% fghik	104 20% ghik	53 14% i	46 14% i	19 7%	268 26% fghik	65 10%	161 21%	168 22%	116 19%	110 18%	60 18%	50 17%
This would not have any impact on the calls we make using a landline	1882 68%	957 70% b	925 65%	141 56%	338 61%	292 63%	333 66% c	278 73% cdefj	258 77% cdefj	242 84% cdefghj	630 62%	500 80% cdefgj	529 67%	489 65%	434 70% m	429 69%	236 72% m	193 67%
Don't know	345 12%	156 11%	189 13%	45 18% ehijk	75 14% k	48 10%	71 14% hk	49 13%	30 9%	26 9%	123 12%	57 9%	97 12%	100 13%	68 11%	79 13%	33 10%	47 16% np

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 58**

**Q39. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on landline calls each month is £6.) If the price of your landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of calls offered by ALL landline call providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
We would switch all calls away from landline to another method	372 13%	25 5%	271 16% ac	7 5%	67 14% ac	60 12%	46 11%	71 18% efj	46 15%	35 14%	114 12%	315 13% m	13 9%	16 7%	27 33% klm	334 14% p	38 10%
We would switch some but not all calls away from landline to another method	185 7%	26 6%	123 7%	6 4%	30 6%	37 8% j	25 6%	37 9% j	19 6%	22 9% j	45 5%	169 7%	6 4%	9 4%	1 2%	163 7%	22 6%
ANY ACTION	557 20%	51 11%	394 23% ac	14 9%	96 21% ac	97 20%	71 18%	108 27% efj	66 21%	57 24% j	159 17%	485 21% lm	19 13%	25 11%	29 34% klm	497 21% p	60 15%
This would not have any impact on the calls we make using a landline	1882 68%	383 82% bd	1069 63%	117 75% b	312 67%	344 70% gi	298 74% gij	247 62%	218 71% g	150 62%	626 66%	1557 67% n	109 79% kn	174 78% kn	42 50%	1607 67%	275 71%
Don't know	345 12%	32 7%	233 14% a	25 16% a	55 12% a	48 10%	32 8%	44 11%	25 8%	34 14% fh	162 17% efgh	297 13% l	11 8%	24 11%	13 16%	291 12%	54 14%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 58**

**Q39. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on landline calls each month is £6.) If the price of your landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of calls offered by ALL landline call providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND-LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
We would switch all calls away from landline to another method	372 13%	351 13%	372 13%	368 14%	341 14%	34 15%	346 14%	230 15%	161 15%	31 10% kp	341 14% kp	4 3%	368 14% kp	336 14% kp	31 14% kp	4 6% p	- -%
We would switch some but not all calls away from landline to another method	185 7%	179 7%	185 7%	177 7%	167 7%	26 11% abcdfg	169 7%	109 7%	92 9%	18 6%	167 7%	8 5%	177 7%	163 7%	14 6%	4 5%	4 5%
ANY ACTION	557 20%	529 20%	557 20%	545 21%	508 21%	60 26% a	514 21%	339 22%	253 24% ab	49 16% kp	508 21% kp	12 8%	545 21% kp	500 21% kp	45 20% kp	8 11%	4 5%
This would not have any impact on the calls we make using a landline	1882 68%	1817 68% e	1882 68% e	1750 67% e	1647 67% e	136 59%	1662 67% e	1047 67% e	718 67% e	235 75% jlm	1647 67% jlmn	132 83% jlmn	1750 67%	1593 66%	157 69%	54 76%	78 88% ijlmn
Don't know	345 12%	328 12% h	345 12% h	330 13% h	314 13% h	34 15% h	320 13% h	183 12%	102 10%	31 10%	314 13%	15 9%	330 13%	306 13%	24 11%	9 12%	6 7%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 58**

**Q39. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on landline calls each month is £6.) If the price of your landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of calls offered by ALL landline call providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
We would switch all calls away from landline to another method	372 13%	9 8%	331 14% a	99 11% i	116 18% cfhij	11 12% i	39 12% i	85 16% chij	7 7%	- -%	117 10% i	255 15% chij	14 15% i	57 17%	140 12%	197 13%	175 13%
We would switch some but not all calls away from landline to another method	185 7%	11 10%	156 7%	61 7%	40 6%	5 5%	29 9%	33 6%	8 9%	3 9%	73 7%	112 7%	7 8%	32 9% p	83 7%	115 8% p	71 5%
ANY ACTION	557 20%	19 18%	487 21%	160 17%	156 24% cij	15 17%	68 21%	118 21%	15 16%	3 9%	190 17%	367 22% cj	21 22%	89 26% np	223 20%	311 21%	246 19%
This would not have any impact on the calls we make using a landline	1882 68%	66 61%	1575 67%	646 70%	422 65%	63 69%	211 66%	367 67%	74 79% dfgk	31 80%	783 70% dk	1095 66%	63 66%	220 64%	791 70% mp	1011 69%	871 66%
Don't know	345 12%	23 21% b	283 12%	122 13% h	74 11%	13 14%	42 13%	66 12%	5 5%	4 11%	139 13%	197 12%	11 12%	36 10%	110 10%	146 10%	199 15% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 58**

**Q39. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on landline calls each month is £6.) If the price of your landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of calls offered by ALL landline call providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
We would switch all calls away from landline to another method	372 13%	26 4%	128 8% a	104 22% ab	140 22% ab	61 6%	184 9% e	80 23% ef	108 23% ef	62 6%	188 9% i	80 24% ij	104 23% ij	245 18% op	327 16% op	17 5%	24 8%
We would switch some but not all calls away from landline to another method	185 7%	39 5% d	130 8% d	41 8% d	14 2%	68 7% h	156 8% h	19 5% h	10 2%	70 6% l	161 8% l	16 5%	8 2%	80 6%	150 7% p	18 6%	10 3%
ANY ACTION	557 20%	65 9%	258 15% a	145 30% ab	154 24% ab	129 13%	340 17% e	99 28% ef	118 25% ef	132 12%	349 17% i	96 28% ij	112 25% ij	325 24% op	476 24% op	35 11%	34 11%
This would not have any impact on the calls we make using a landline	1882 68%	564 80% bcd	1203 72% cd	270 56%	409 64% c	772 77% fgh	1379 70% gh	198 56%	305 65% g	836 77% jkl	1408 70% kl	189 56%	285 64% k	870 64%	1282 64%	227 72% mn	241 79% mno
Don't know	345 12%	80 11%	206 12%	67 14%	71 11%	106 11%	239 12%	59 17% efh	47 10%	118 11%	245 12%	55 16% il	46 10%	157 12%	245 12%	55 17% mnp	30 10%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 58**

**Q39. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on landline calls each month is £6.) If the price of your landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of calls offered by ALL landline call providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS	
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
We would switch all calls away from landline to another method	372 13%	229 26% cde	304 23% cde	21 3%	37 3%	31 8% cd	20 4%	21 8% f	49 6%	263 19% fghj	8 7%	256 16% l	40 6%	77 15% l	38 14%	9 9%
We would switch some but not all calls away from landline to another method	185 7%	37 4%	95 7% acd	37 5%	52 5%	38 10% acd	28 6%	21 8%	58 7%	81 6%	7 6%	116 7%	39 6%	30 6%	24 9%	11 11%
ANY ACTION	557 20%	266 30% cde	399 30% cde	58 7%	89 8%	68 18% cd	48 10%	42 16% f	108 13%	344 25% fghj	14 12%	372 23% l	79 12%	106 21% l	62 23%	20 20%
This would not have any impact on the calls we make using a landline	1882 68%	532 61% e	780 59%	696 85% abe	897 83% abe	205 53%	385 78% i	186 73% i	627 75% i	889 64%	86 74% i	1052 64%	501 79% km	329 65%	184 67%	74 74%
Don't know	345 12%	80 9%	141 11% c	62 8%	92 9%	112 29% abcd	59 12%	29 11%	99 12%	165 12%	16 14%	219 13% l	52 8%	75 15% l	30 11%	6 6%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	
Unweighted total	584	262	322	55	118	135	110	75	69	22	253	91	184	170	103	126	64	62	
Effective Weighted Sample	474	212	262	49	99	116	93	59	55	19	211	73	137	144	88	105	54	52	
Total	557	252	305	67	141	127	104	53	46	19	268	65	161	168	116	110	60	50	
Switch to mobile voice calls	417	191	226	52	111	91	79	38	36	10	202	45	119	130	90	77	40	38	
	75%	76%	74%	78%	79%	71%	76%	72%	78%	50%	75%	70%	73%	77%	78%	70%	66%	75%	
Switch to mobile phone texts or instant messaging	160	73	87	29	43	25	31	15	12	6	68	18	42	51	29	38	19	19	
	29%	29%	29%	43% ej	31%	20%	30%	27%	26%	30%	25%	27%	26%	30%	25%	34%	31%	38%	
Switch to online calls/ Skype/ FaceTime/ VoIP calls online	156	65	91	37	41	41	24	9	4	1	82	4	55	56	20	25	13	12	
	28%	26%	30%	55% defghjk	29% hk	32% ghk	23% hk	16%	8%	4%	31% ghk	7%	34% n	34% n	17%	23%	22%	24%	
Switch to email	99	54	45	26	31	13	12	12	4	1	44	5	30	39	19	11	5	7	
	18%	21%	15%	39% defhjk	22% efk	10%	11%	23% ek	10%	4%	17%	8%	19%	23% op	16%	10%	8%	13%	
Something else	6	4	2	*	-	1	3	1	1	-	1	1	1	2	1	1	-	1	
	1%	2%	1%	1%	-%	*%	3% j	2%	2%	-%	*%	1%	1%	1%	1%	1%	-%	2%	
TOTAL SWITCH TO ANY CALL METHOD	471	210	261	60	121	114	86	43	38	10	235	47	142	145	97	87	45	41	
	85%	84%	86%	90% k	86% k	90% k	83%	81%	82%	50%	88% k	72%	88% op	86%	83%	79%	75%	83%	
TOTAL SWITCH TO ANY NON-CALL METHOD	193	92	100	33	56	30	34	18	15	7	85	22	53	62	37	41	21	20	
	35%	37%	33%	50% ej	39% e	23%	33%	33%	33%	34%	32%	34%	33%	37%	32%	38%	35%	41%	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q
Unweighted total	584	262	322	55	118	135	110	75	69	22	253	91	184	170	103	126	64	62
Effective Weighted Sample	474	212	262	49	99	116	93	59	55	19	211	73	137	144	88	105	54	52
Total	557	252	305	67	141	127	104	53	46	19	268	65	161	168	116	110	60	50
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	457	205	252	55	119	99	89	42	40	13	218	53	127	142	95	92	47	44
	82%	81%	83%	82%	84%	78%	86%	80%	86%	69%	81%	81%	78%	84%	82%	83%	79%	88%
Don't know	33	19	13	4	6	7	4	5	1	5	13	7	9	6	11	7	5	2
	6%	8%	4%	6%	4%	6%	4%	9%	3%	28%	5%	10%	5%	4%	10%	6%	8%	4%
SINGLE ALTERNATIVE METHOD	343	142	200	22	86	87	69	33	34	11	173	45	99	100	74	68	39	29
	62%	57%	66%	33%	61%	68%	67%	63%	74%	58%	64%	69%	62%	59%	64%	62%	65%	57%
			a		c	c	c	c	c		c	c						
MULTIPLE ALTERNATIVE METHODS	182	90	91	41	49	33	30	15	11	3	82	13	53	62	31	35	16	19
	33%	36%	30%	61%	35%	26%	29%	28%	23%	15%	31%	20%	33%	37%	26%	32%	27%	38%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i		ENG- LAND k	SCOT- LAND l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%	Total	a	b	*c	d	e	f	g	h	i	j	k	l	*m	*n	o	p
Unweighted total	584	68	389	23	103	106	79	109	73	66	151	502	37	20	25	505	79
Effective Weighted Sample	474	55	317	20	88	87	60	87	56	49	135	411	31	18	22	417	58
Total	557	51	394	14	96	97	71	108	66	57	159	485	19	25	29	497	60
Switch to mobile voice calls	417	36	302	9	68	67	54	74	54	49	119	358	15	17	27	369	48
	75%	71%	77%	65%	71%	69%	77%	68%	82%	86% eg	75%	74%	80%	69%	94%	74%	80%
Switch to mobile phone texts or instant messaging	160	13	109	4	34	33	18	30	22	19	38	131	3	6	19	135	25
	29%	26%	28%	31%	35%	34%	25%	27%	34%	34%	24%	27%	18%	25%	67%	27%	42% o
Switch to online calls/ Skype/ FaceTime/ VoIP calls online	156	4	128	1	24	21	22	40	19	19	35	141	3	3	9	140	16
	28%	7%	32% a	6%	25% a	21%	31%	37% ej	29%	34%	22%	29%	18%	11%	32%	28%	27%
Switch to email	99	5	83	-	11	18	11	20	14	14	23	94	2	3	1	88	11
	18%	10%	21%	-%	12%	18%	15%	18%	21%	25%	15%	19%	11%	10%	2%	18%	18%
Something else	6	*	4	1	1	2	-	*	2	-	2	5	1	-	-	3	2
	1%	*%	1%	5%	1%	2%	-%	*%	3%	-%	1%	1%	5% k	-%	-%	1%	4% o
TOTAL SWITCH TO ANY CALL METHOD	471	38	346	9	77	73	62	90	62	54	131	410	15	19	27	420	52
	85%	74%	88% a	67%	80%	76%	87%	84%	94% ej	95% egj	82%	85%	83%	75%	94%	84%	86%
TOTAL SWITCH TO ANY NON-CALL METHOD	193	18	133	4	37	41	24	36	24	22	45	162	4	7	19	166	26
	35%	34%	34%	31%	39%	i 43%	35%	34%	36%	39%	28%	33%	20%	29%	67%	34%	43%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	584	68	389	23	103	106	79	109	73	66	151	502	37	20	25	505	79
Effective Weighted Sample	474	55	317	20	88	87	60	87	56	49	135	411	31	18	22	417	58
Total	557	51	394	14	96	97	71	108	66	57	159	485	19	25	29	497	60
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	457 82%	42 82%	322 82%	11 76%	81 84%	81 83%	60 85%	78 73%	56 85%	53 93% gi	129 81%	394 81%	15 81%	19 76%	29 100%	405 81%	52 87%
Don't know	33 6%	4 8%	21 5%	2 17%	5 5%	6 6%	1 2%	9 8%	1 1%	1 1%	15 9% fh	27 6%	2 9%	3 14%	- -%	30 6%	2 4%
SINGLE ALTERNATIVE METHOD	343 62%	37 72%	236 60%	8 58%	60 62%	59 61%	47 66%	65 60%	40 61%	32 56%	100 63%	304 63%	13 69%	16 63%	10 35%	310 62%	33 54%
MULTIPLE ALTERNATIVE METHODS	182 33%	10 19%	137 35% a	3 25%	32 33%	32 33%	23 32%	33 31%	25 38%	24 43%	44 28%	153 32%	4 22%	6 23%	19 65%	156 31%	26 42%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	584	558	584	570	548	63	553	365	258	36	548	14	570	537	33	11	3
Effective Weighted Sample	474	452	474	463	443	50	447	291	210	33	443	11	463	434	31	9	3
Total	557	529	557	545	508	60	514	339	253	49	508	12	545	500	45	8	4
Switch to mobile voice calls	417	396	417	410	387	39	390	260	203	30	387	6	410	381	29	5	1
	75%	75%	75%	75%	76%	64%	76%	77%	80%	61%	76%	52%	75%	76%	64%	63%	32%
Switch to mobile phone texts or instant messaging	160	150	160	159	146	15	149	106	91	14	146	1	159	145	14	1	-
	29%	28%	29%	29%	29%	25%	29%	31%	36%	29%	29%	6%	29%	29%	32%	10%	-%
Switch to online calls/ Skype/ FaceTime/ VoIP calls online	156	139	156	156	148	15	149	98	101	9	148	1	156	147	9	1	-
	28%	26%	28%	29%	29%	25%	29%	29%	40%	18%	29%	5%	29%	29%	19%	7%	-%
Switch to email	99	88	99	97	95	13	95	64	63	4	95	2	97	93	4	2	-
	18%	17%	18%	18%	19%	21%	18%	19%	25%	9%	19%	19%	18%	19%	10%	29%	-%
Something else	6	6	6	6	6	1	6	3	5	-	6	-	6	6	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	1%	-%	1%	1%	-%	-%	-%
TOTAL SWITCH TO ANY CALL METHOD	471	446	471	464	439	44	443	293	224	32	439	7	464	434	31	6	1
	85%	84%	85%	85%	87%	74%	86%	86%	89%	65%	87%	57%	85%	87%	68%	70%	32%
TOTAL SWITCH TO ANY NON-CALL METHOD	193	181	193	189	175	23	178	129	105	18	175	3	189	172	18	3	-
	35%	34%	35%	35%	34%	38%	35%	38%	41%	36%	34%	25%	35%	34%	39%	38%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	584	558	584	570	548	63	553	365	258	36	548	14	570	537	33	11	3
Effective Weighted Sample	474	452	474	463	443	50	447	291	210	33	443	11	463	434	31	9	3
Total	557	529	557	545	508	60	514	339	253	49	508	12	545	500	45	8	4
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	457	436	457	450	419	45	425	281	215	38	419	7	450	413	37	6	1
	82%	82%	82%	83%	83%	75%	83%	83%	85%	77%	83%	59%	83%	83%	81%	73%	32%
Don't know	33	31	33	30	25	4	25	16	12	8	25	3	30	25	5	-	3
	6%	6%	6%	5%	5%	6%	5%	5%	5%	16%	5%	24%	5%	5%	11%	-%	68%
										jlm							
SINGLE ALTERNATIVE METHOD	343	331	343	334	311	40	316	198	124	32	311	9	334	304	30	7	1
	62%	62%	62%	61%	61%	67%	62%	59%	49%	64%	61%	71%	61%	61%	67%	92%	32%
		h	h	h	h	h	h	h	h								
MULTIPLE ALTERNATIVE METHODS	182	167	182	181	172	16	173	125	117	10	172	1	181	171	10	1	-
	33%	32%	33%	33%	34%	27%	34%	37%	46%	19%	34%	5%	33%	34%	21%	8%	-%
									abcdefg								

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER											SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	f	g	*h	*i	j	k	*l	m	n	o	p
Unweighted total	584	63	484	193	145	15	70	115	19	5	227	357	21	86	247	333	251
Effective Weighted Sample	474	53	414	141	126	13	60	98	15	4	169	305	17	75	193	268	206
Total	557	19	487	160	156	15	68	118	15	3	190	367	21	89	223	311	246
Switch to mobile voice calls	417	13	374	124	120	12	47	87	12	2	148	269	12	65	156	221	196
	75%	66%	77%	78%	77%	78%	69%	74%	79%	60%	78%	73%	56%	74%	70%	71%	80% no
Switch to mobile phone texts or instant messaging	160	4	140	40	60	3	19	32	2	-	45	115	4	23	52	76	84
	29%	21%	29%	25%	39% cj	19%	27%	27%	13%	-%	24%	31%	19%	26%	24%	24%	34% no
Switch to online calls/ Skype/ FaceTime/ VoIP calls online	156	5	142	38	57	3	13	33	4	2	45	111	6	26	66	93	63
	28%	26%	29%	24%	36% cfj	20%	20%	28%	26%	56%	24%	30%	30%	30%	30%	30%	26%
Switch to email	99	4	91	30	32	2	8	23	3	-	36	64	-	17	37	54	45
	18%	20%	19%	19%	21%	16%	12%	20%	22%	-%	19%	17%	-%	20%	16%	17%	18%
Something else	6	1	5	2	-	-	1	1	-	1	2	3	*	1	2	3	3
	1%	4%	1%	1%	-%	-%	1%	1%	-%	22%	1%	1%	2%	1%	1%	1%	1%
TOTAL SWITCH TO ANY CALL METHOD	471	15	424	139	136	13	53	98	13	3	164	307	17	76	185	261	211
	85%	76%	87% a	87%	87%	85%	78%	83%	84%	78%	86%	84%	80%	86%	83%	84%	86%
TOTAL SWITCH TO ANY NON-CALL METHOD	193	6	168	48	67	5	23	43	3	-	56	137	4	30	68	98	95
	35%	29%	35%	30%	43% cj	29%	34%	36%	22%	-%	29%	37%	19%	34%	31%	32%	38%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	f	g	*h	*i	j	k	*l	m	n	o	p
Unweighted total	584	63	484	193	145	15	70	115	19	5	227	357	21	86	247	333	251
Effective Weighted Sample	474	53	414	141	126	13	60	98	15	4	169	305	17	75	193	268	206
Total	557	19	487	160	156	15	68	118	15	3	190	367	21	89	223	311	246
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	457 82%	14 74%	403 83%	129 81%	136 87%	13 84%	55 81%	96 82%	12 79%	2 60%	154 81%	303 83%	13 63%	69 78%	170 77%	239 77%	218 89% mno
Don't know	33 6%	1 7%	23 5%	14 9% d	4 3%	1 9%	7 10% d	3 3%	1 7%	- -%	16 9% d	16 4%	2 10%	5 6%	17 8%	22 7%	10 4%
SINGLE ALTERNATIVE METHOD	343 62%	14 70%	296 61%	93 58%	91 59%	9 61%	40 58%	79 67%	11 72%	2 62%	113 59%	230 63%	17 79%	54 61%	142 64%	196 63%	147 60%
MULTIPLE ALTERNATIVE METHODS	182 33%	5 24%	167 34%	53 33%	60 39%	5 31%	22 32%	35 30%	3 21%	1 38%	61 32%	121 33%	2 12%	29 33%	64 29%	93 30%	89 36%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Unweighted total	584	83	291	156	137	158	386	99	99	163	395	94	95	312	495	46	29
Effective Weighted Sample	474	65	232	124	120	124	306	81	89	127	313	78	85	267	404	36	25
Total	557	65	258	145	154	129	340	99	118	132	349	96	112	325	476	35	34
Switch to mobile voice calls	417	38	166	120	130	87	234	83	100	88	237	83	98	263	361	23	26
	75%	58%	64%	83%	85%	67%	69%	83%	85%	67%	68%	86%	87%	81%	76%	67%	76%
				ab	ab			ef	ef			ij	ij				
Switch to mobile phone texts or instant messaging	160	15	63	42	55	34	89	27	45	34	90	27	43	100	144	9	6
	29%	23%	24%	29%	36%	26%	26%	27%	38%	26%	26%	29%	38%	31%	30%	26%	19%
					b				f				j				
Switch to online calls/ Skype/ FaceTime/ VoIP calls online	156	20	63	43	51	31	82	32	42	32	86	29	41	100	143	6	7
	28%	30%	24%	29%	33%	24%	24%	32%	36%	24%	25%	30%	36%	31%	30%	16%	22%
									f				j				
Switch to email	99	10	40	28	31	19	54	17	29	20	54	17	29	62	92	2	2
	18%	15%	16%	20%	20%	15%	16%	17%	25%	15%	15%	17%	26%	19%	19%	7%	7%
									f				ij				
Something else	6	2	4	1	1	2	5	1	-	2	5	1	-	1	5	1	-
	1%	2%	2%	1%	*%	1%	1%	1%	-%	1%	1%	1%	-%	*%	1%	2%	-%
TOTAL SWITCH TO ANY CALL METHOD	471	48	202	133	136	103	278	90	104	105	285	87	100	288	410	24	30
	85%	74%	78%	92%	88%	80%	82%	90%	88%	80%	82%	91%	89%	89%	86%	71%	87%
				ab	ab							i		o	o		
TOTAL SWITCH TO ANY NON-CALL METHOD	193	21	85	48	60	43	114	30	49	44	114	31	47	118	173	9	7
	35%	32%	33%	33%	39%	34%	33%	31%	41%	33%	33%	32%	42%	36%	36%	26%	22%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Unweighted total	584	83	291	156	137	158	386	99	99	163	395	94	95	312	495	46	29
Effective Weighted Sample	474	65	232	124	120	124	306	81	89	127	313	78	85	267	404	36	25
Total	557	65	258	145	154	129	340	99	118	132	349	96	112	325	476	35	34
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	457	41	189	130	138	97	265	88	105	99	268	87	102	283	396	28	26
	82%	63%	73%	89% ab	90% ab	75%	78%	88% ef	89% ef	75%	77%	90% ij	91% ij	87%	83%	82%	76%
Don't know	33	11	20	5	7	12	20	5	7	12	22	5	6	13	21	5	3
	6%	17% bcd	8%	4%	5%	9%	6%	5%	6%	9%	6%	5%	5%	4%	4%	15% mn	10%
SINGLE ALTERNATIVE METHOD	343	35	173	86	84	80	226	58	58	83	233	54	55	193	290	21	23
	62%	55%	67% d	59%	54%	62%	67% h	59%	49%	63%	67% l	56%	49%	60%	61%	61%	68%
MULTIPLE ALTERNATIVE METHODS	182	19	65	54	63	37	93	36	52	37	93	37	51	118	165	8	8
	33%	29%	25%	37% b	41% b	29%	27%	36%	45% ef	28%	27%	39% j	45% ij	36%	35%	24%	22%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	g	h	i	*j	k	l	m	n	*o	
Unweighted total	584	257	416	57	94	74	56	42	120	324	17	357	110	117	68	18
Effective Weighted Sample	474	217	335	50	78	60	45	35	97	277	13	294	91	97	54	16
Total	557	266	399	58	89	68	48	42	108	344	14	372	79	106	62	20
Switch to mobile voice calls	417	228	321	33	55	41	28	23	62	291	7	283	55	79	43	13
	75%	86%	80%	58%	61%	60%	59%	54%	58%	85%	46%	76%	70%	74%	69%	66%
		cde	cde							fgh						
Switch to mobile phone texts or instant messaging	160	86	123	13	25	13	8	8	22	106	5	106	22	33	16	5
	29%	32%	31%	22%	28%	19%	16%	20%	20%	31%	33%	28%	28%	31%	26%	25%
		e								fh						
Switch to online calls/ Skype/ FaceTime/ VoIP calls online	156	84	118	8	15	23	11	14	30	98	5	116	7	33	24	7
	28%	32%	30%	13%	17%	33%	23%	33%	28%	28%	38%	31%	8%	31%	38%	36%
		cd	cd			cd						l		l		
Switch to email	99	56	84	7	11	4	5	5	14	66	4	70	7	22	14	5
	18%	21%	21%	11%	13%	6%	11%	12%	13%	19%	29%	19%	9%	21%	23%	25%
		e	e									l		l		
Something else	6	1	4	1	2	-	*	*	1	3	1	2	2	2	1	-
	1%	*%	1%	1%	2%	-%	1%	1%	1%	1%	5%	*%	3%	2%	2%	-%
TOTAL SWITCH TO ANY CALL METHOD	471	244	354	39	64	53	34	32	80	311	11	323	58	90	54	17
	85%	92%	89%	68%	72%	78%	71%	76%	74%	90%	76%	87%	74%	85%	86%	84%
		cde	cde							fgh		l				
TOTAL SWITCH TO ANY NON-CALL METHOD	193	101	150	14	27	16	10	12	29	121	6	128	26	39	23	6
	35%	38%	38%	24%	30%	23%	21%	29%	27%	35%	40%	34%	33%	37%	36%	32%
		e	e													

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 59**

**Q40. SHOWCARD** Which of these would you use instead to make calls if the price of landline calls increased by 10%, so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS	
	Total	STRONGLY AGREE a	TOTAL AGREE b	STRONGLY DISAGREE c	TOTAL DISAGREE d	NEITHER/ DK e	TO MAKE CALLS f	TO RECEIVE CALLS g	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES h	NEED LANDLINE TO GET BROADBAND i	MORE RELIABLE THAN MOBILE *j	WORKING k	RETIRED l	OTHER NOT WORKING m	SELF- EMPL'ED n	RUN FROM HOME *o
Significance Level: 95%																
Unweighted total	584	257	416	57	94	74	56	42	120	324	17	357	110	117	68	18
Effective Weighted Sample	474	217	335	50	78	60	45	35	97	277	13	294	91	97	54	16
Total	557	266	399	58	89	68	48	42	108	344	14	372	79	106	62	20
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	457	239	344	39	65	48	31	25	71	310	8	304	65	88	45	14
	82%	90%	86%	67%	73%	70%	66%	61%	66%	90%	59%	82%	82%	83%	73%	73%
		cde	cde							fgh						
Don't know	33	5	12	13	13	7	9	5	16	10	-	22	5	6	3	3
	6%	2%	3%	22%	15%	10%	20%	12%	15%	3%	-%	6%	7%	5%	5%	15%
				ab	ab	ab	i	i	i							
SINGLE ALTERNATIVE METHOD	343	158	240	36	56	47	29	27	67	206	11	220	60	63	34	11
	62%	59%	60%	62%	62%	69%	61%	64%	62%	60%	79%	59%	76%	59%	55%	54%
													km			
MULTIPLE ALTERNATIVE METHODS	182	103	147	9	20	15	9	10	25	128	3	130	14	38	25	6
	33%	39%	37%	16%	23%	21%	19%	24%	23%	37%	21%	35%	17%	35%	40%	31%
		cde	cde							fh		l		l		
Columns Tested: a, b, c, d, e - f, g, h, i, j - k, l, m - n, o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 60**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	n	o	p	q	
Unweighted total	584	262	322	55	118	135	110	75	69	22	253	91	184	170	103	126	64	62	
Effective Weighted Sample	474	212	262	49	99	116	93	59	55	19	211	73	137	144	88	105	54	52	
Total	557	252	305	67	141	127	104	53	46	19	268	65	161	168	116	110	60	50	
Yes, would give up landline and just use other methods	331	154	178	52	93	76	60	24	19	7	170	26	88	106	67	69	38	31	
	59%	61%	58%	78% efghk	66% ghk	60% hk	58% hk	45%	41%	36%	63% ghk	39%	55%	63%	58%	62%	63%	62%	
No, would keep landline	199	86	113	14	45	41	39	26	23	11	86	34	69	57	41	33	20	13	
	36%	34%	37%	21%	32%	32%	38% c	49% cdej	50% cdej	58%	32%	53% cdej	43% oq	34%	35%	30%	33%	26%	
Don't know	27	12	14	1	3	10	4	3	4	1	13	5	4	6	8	8	3	6	
	5%	5%	5%	1%	2%	8%	4%	7%	9%	6%	5%	8%	3%	3%	7%	8%	4%	12% lm	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 60**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	*m	*n	o	p
Unweighted total	584	68	389	23	103	106	79	109	73	66	151	502	37	20	25	505	79
Effective Weighted Sample	474	55	317	20	88	87	60	87	56	49	135	411	31	18	22	417	58
Total	557	51	394	14	96	97	71	108	66	57	159	485	19	25	29	497	60
Yes, would give up landline and just use other methods	331 59%	21 41%	240 61% a	5 33%	64 67% a	62 64%	41 59%	69 64%	36 55%	29 51%	95 60%	282 58%	12 66%	11 44%	27 93%	301 61%	31 51%
No, would keep landline	199 36%	28 54% bd	138 35%	6 46%	27 28%	27 28%	24 33%	34 31%	28 42%	27 47% e	60 38%	179 37%	6 30%	12 49%	2 7%	173 35%	26 43%
Don't know	27 5%	2 5%	16 4%	3 21%	5 6%	8 9%	6 8%	5 5%	2 3%	1 2%	4 3%	24 5%	1 4%	2 6%	- -%	23 5%	4 6%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 60**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB *k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB *o	LL & NO FBB & NO MOB *p
Significance Level: 95%																	
Unweighted total	584	558	584	570	548	63	553	365	258	36	548	14	570	537	33	11	3
Effective Weighted Sample	474	452	474	463	443	50	447	291	210	33	443	11	463	434	31	9	3
Total	557	529	557	545	508	60	514	339	253	49	508	12	545	500	45	8	4
Yes, would give up landline and just use other methods	331	312	331	325	301	38	307	214	146	31	301	7	325	295	30	6	1
	59%	59%	59%	60%	59%	64%	60%	63%	58%	63%	59%	55%	60%	59%	66%	73%	22%
No, would keep landline	199	191	199	194	182	20	182	111	101	17	182	5	194	181	13	1	3
	36%	36%	36%	36%	36%	33%	35%	33%	40%	34%	36%	39%	36%	36%	30%	18%	78%
Don't know	27	26	27	26	25	1	25	14	7	2	25	1	26	24	2	1	-
	5%	5%	5%	5%	5%	2%	5%	4%	3%	3%	5%	6%	5%	5%	4%	9%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 60**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE *e	TALK TALK f	VIRGIN MEDIA g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	584	63	484	193	145	15	70	115	19	5	227	357	21	86	247	333	251
Effective Weighted Sample	474	53	414	141	126	13	60	98	15	4	169	305	17	75	193	268	206
Total	557	19	487	160	156	15	68	118	15	3	190	367	21	89	223	311	246
Yes, would give up landline and just use other methods	331 59%	7 36%	292 60% a	89 56%	99 63%	10 63%	38 56%	73 62%	10 64%	- -%	108 57%	223 61%	12 58%	58 66%	126 57%	185 59%	147 60%
No, would keep landline	199 36%	9 48%	173 35%	65 41%	50 32%	6 37%	21 30%	42 35%	5 36%	3 82%	76 40%	123 33%	8 40%	27 31%	85 38%	113 36%	87 35%
Don't know	27 5%	3 15% b	22 4%	6 4%	7 5%	- -%	9 14% cdgjk	3 2%	- -%	1 18%	6 3%	21 6%	* 2%	3 4%	11 5%	14 5%	12 5%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 60**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST		LESS THAN		AT LEAST		LESS THAN		AT LEAST		LESS THAN		AT LEAST		LESS THAN	
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Unweighted total	584	83	291	156	137	158	386	99	99	163	395	94	95	312	495	46	29
Effective Weighted Sample	474	65	232	124	120	124	306	81	89	127	313	78	85	267	404	36	25
Total	557	65	258	145	154	129	340	99	118	132	349	96	112	325	476	35	34
Yes, would give up landline and just use other methods	331	24	112	95	124	59	168	71	92	61	171	70	91	216	286	16	23
	59%	38%	43%	66%	81%	46%	49%	71%	79%	46%	49%	73%	81%	67%	60%	46%	67%
				ab	abc			ef	ef			ij	ij	o			
No, would keep landline	199	36	129	46	24	61	155	25	18	62	160	22	17	96	168	15	11
	36%	56%	50%	32%	16%	47%	46%	25%	16%	47%	46%	23%	15%	30%	35%	45%	32%
		cd	cd	d		gh	gh			kl	kl						
Don't know	27	4	17	4	6	9	16	3	7	9	18	4	4	13	22	3	*
	5%	7%	7%	3%	4%	7%	5%	3%	6%	7%	5%	5%	4%	4%	5%	10%	1%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 60**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of landline calls

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	*j	k	l	m	n	*o
Unweighted total	584	257	416	57	94	74	56	42	120	324	17	357	110	117	68	18
Effective Weighted Sample	474	217	335	50	78	60	45	35	97	277	13	294	91	97	54	16
Total	557	266	399	58	89	68	48	42	108	344	14	372	79	106	62	20
Yes, would give up landline and just use other methods	331	202	273	11	24	35	20	21	48	221	10	230	37	64	37	10
	59%	76%	68%	19%	27%	51%	43%	51%	45%	64%	72%	62%	46%	61%	60%	51%
		bcd	cde			cd				fh		l				
No, would keep landline	199	57	111	45	63	25	25	16	51	113	4	126	37	37	24	9
	36%	21%	28%	78%	70%	37%	51%	37%	47%	33%	27%	34%	47%	34%	38%	47%
				abe	abe	a	i		i				k			
Don't know	27	7	16	1	2	9	3	5	8	10	*	16	5	5	1	*
	5%	3%	4%	2%	3%	12%	6%	12%	8%	3%	2%	4%	7%	5%	2%	2%
						abd		i								

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 61**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Yes, would give up landline and just use other methods	331 12%	154 11%	178 13%	52 21% fghik	93 17% fghik	76 16% ghik	60 12% ghik	24 6% i	19 6%	7 2%	170 17% fghik	26 4%	88 11%	106 14%	67 11%	69 11%	38 11%	31 11%
No, would keep landline	199 7%	86 6%	113 8%	14 6%	45 8% i	41 9% ik	39 8% i	26 7%	23 7%	11 4%	86 8% ik	34 6%	69 9% oq	57 7%	41 7%	33 5%	20 6%	13 5%
Don't know	27 1%	12 1%	14 1%	1 *%	3 1%	10 2%	4 1%	3 1%	4 1%	1 *%	13 1%	5 1%	4 1%	6 1%	8 1%	8 1%	3 1%	6 2% l
10% INCREASE ON PRICE OF CALLS WOULD NOT HAVE ANY IMPACT (FROM Q39)	1882 68%	957 70% b	925 65%	141 56%	338 61%	292 63%	333 66% c	278 73% cdefj	258 77% cdefj	242 84% cdefghj	630 62%	500 80% cdefgj	529 67%	489 65%	434 70% m	429 69%	236 72% m	193 67%
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF CALLS (FROM Q39)	345 12%	156 11%	189 13%	45 18% ehijk	75 14% k	48 10%	71 14% hk	49 13%	30 9%	26 9%	123 12%	57 9%	97 12%	100 13%	68 11%	79 13%	33 10%	47 16% np

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 61**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Yes, would give up landline and just use other methods	331 12%	21 5%	240 14% ac	5 3%	64 14% ac	62 13%	41 10%	69 17% fj	36 12%	29 12%	95 10%	282 12% m	12 9%	11 5%	27 32% klm	301 13% p	31 8%
No, would keep landline	199 7%	28 6%	138 8%	6 4%	27 6%	27 6%	24 6%	34 8%	28 9%	27 11% efj	60 6%	179 8% l	6 4%	12 6%	2 3%	173 7%	26 7%
Don't know	27 1%	2 1%	16 1%	3 2%	5 1%	8 2% j	6 1%	5 1%	2 1%	1 *%	4 *%	24 1%	1 1%	2 1%	- -%	23 1%	4 1%
10% INCREASE ON PRICE OF CALLS WOULD NOT HAVE ANY IMPACT (FROM Q39)	1882 68%	383 82% bd	1069 63%	117 75% b	312 67%	344 70% gi	298 74% gij	247 62%	218 71% g	150 62%	626 66%	1557 67% n	109 79% kn	174 78% kn	42 50%	1607 67%	275 71%
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF CALLS (FROM Q39)	345 12%	32 7%	233 14% a	25 16% a	55 12% a	48 10%	32 8%	44 11%	25 8%	34 14% fh	162 17% efgh	297 13% l	11 8%	24 11%	13 16%	291 12%	54 14%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 61**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Yes, would give up landline and just use other methods	331 12%	312 12%	331 12%	325 12%	301 12%	38 17% a	307 12%	214 14%	146 14%	31 10% kp	301 12% kp	7 4% kp	325 12% kp	295 12% kp	30 13% kp	6 8% p	1 1%
No, would keep landline	199 7%	191 7%	199 7%	194 7%	182 7%	20 9%	182 7%	111 7%	101 9% ab	17 5%	182 7% k	5 3%	194 7% k	181 8% k	13 6%	1 2%	3 4%
Don't know	27 1%	26 1%	27 1%	26 1%	25 1%	1 1%	25 1%	14 1%	7 1%	2 1%	25 1%	1 *%	26 1%	24 1%	2 1%	1 1%	- -%
10% INCREASE ON PRICE OF CALLS WOULD NOT HAVE ANY IMPACT (FROM Q39)	1882 68%	1817 68% e	1882 68% e	1750 67% e	1647 67% e	136 59%	1662 67% e	1047 67% e	718 67% e	235 75% jlm	1647 67%	132 83% jlmn	1750 67%	1593 66%	157 69%	54 76%	78 88% ijlmn
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF CALLS (FROM Q39)	345 12%	328 12% h	345 12% h	330 13% h	314 13% h	34 15% h	320 13% h	183 12%	102 10%	31 10%	314 13%	15 9%	330 13%	306 13%	24 11%	9 12%	6 7%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 61**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Yes, would give up landline and just use other methods	331 12%	7 7%	292 12% a	89 10%	99 15% cij	10 11% i	38 12% i	73 13% cij	10 10%	- -%	108 10%	223 13% cij	12 13% i	58 17% np	126 11%	185 13%	147 11%
No, would keep landline	199 7%	9 9%	173 7%	65 7%	50 8%	6 6%	21 6%	42 8%	5 6%	3 7%	76 7%	123 7%	8 9%	27 8%	85 8%	113 8%	87 7%
Don't know	27 1%	3 3% b	22 1%	6 1%	7 1%	- -%	9 3% cgjk	3 1%	- -%	1 2%	6 1%	21 1%	* *%	3 1%	11 1%	14 1%	12 1%
10% INCREASE ON PRICE OF CALLS WOULD NOT HAVE ANY IMPACT (FROM Q39)	1882 68%	66 61%	1575 67%	646 70%	422 65%	63 69%	211 66%	367 67%	74 79% dfgk	31 80%	783 70% dk	1095 66%	63 66%	220 64%	791 70% mp	1011 69%	871 66%
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF CALLS (FROM Q39)	345 12%	23 21% b	283 12%	122 13% h	74 11%	13 14%	42 13%	66 12%	5 5%	4 11%	139 13%	197 12%	11 12%	36 10%	110 10%	146 10%	199 15% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 61**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Yes, would give up landline and just use other methods	331	24	112	95	124	59	168	71	92	61	171	70	91	216	286	16	23
	12%	3%	7%	20%	20%	6%	9%	20%	20%	6%	9%	21%	21%	16%	14%	5%	8%
			a	ab	ab		e	ef	ef		i	ij	ij	op	op		
No, would keep landline	199	36	129	46	24	61	155	25	18	62	160	22	17	96	168	15	11
	7%	5%	8%	10%	4%	6%	8%	7%	4%	6%	8%	6%	4%	7%	8%	5%	4%
			ad	ad			h				il			p	op		
Don't know	27	4	17	4	6	9	16	3	7	9	18	4	4	13	22	3	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
10% INCREASE ON PRICE OF CALLS WOULD NOT HAVE ANY IMPACT (FROM Q39)	1882	564	1203	270	409	772	1379	198	305	836	1408	189	285	870	1282	227	241
	68%	80%	72%	56%	64%	77%	70%	56%	65%	77%	70%	56%	64%	64%	64%	72%	79%
		bcd	cd		c	fgh	gh		g	jkl	kl		k			mn	mno
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF CALLS (FROM Q39)	345	80	206	67	71	106	239	59	47	118	245	55	46	157	245	55	30
	12%	11%	12%	14%	11%	11%	12%	17%	10%	11%	12%	16%	10%	12%	12%	17%	10%
							efh					il				mnp	

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 61**

**Q41. Would you rely on that other method/ those other methods and give up your landline if the price of landline calls increased by 10% - even if it meant that you couldn't have a fixed broadband service at home, unless this was from Virgin Media? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Yes, would give up landline and just use other methods	331 12%	202 23% cde	273 21% cde	11 1%	24 2%	35 9% cd	20 4%	21 8% f	48 6%	221 16% fgh	10 9%	230 14% l	37 6%	64 13% l	37 13%	10 10%
No, would keep landline	199 7%	57 6%	111 8% cd	45 6%	63 6%	25 7%	25 5%	16 6%	51 6%	113 8% f	4 3%	126 8%	37 6%	37 7%	24 9%	9 9%
Don't know	27 1%	7 1%	16 1% cd	1 *%	2 *%	9 2% cd	3 1%	5 2%	8 1%	10 1%	* *%	16 1%	5 1%	5 1%	1 *%	* *%
10% INCREASE ON PRICE OF CALLS WOULD NOT HAVE ANY IMPACT (FROM Q39)	1882 68%	532 61% e	780 59%	696 85% abe	897 83% abe	205 53%	385 78% i	186 73% i	627 75% i	889 64%	86 74% i	1052 64%	501 79% km	329 65%	184 67%	74 74%
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF CALLS (FROM Q39)	345 12%	80 9%	141 11% c	62 8%	92 9%	112 29% abcd	59 12%	29 11%	99 12%	165 12%	16 14%	219 13% l	52 8%	75 15% l	30 11%	6 6%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1876	930	946	109	246	287	328	328	319	259	533	578	527	506	393	449	234	215
Effective Weighted Sample	1567	781	787	99	218	250	277	271	271	224	459	493	424	419	343	384	206	178
Total	1882	957	925	141	338	292	333	278	258	242	630	500	529	489	434	429	236	193
Too much hassle to change	434	226	208	32	66	66	65	67	71	66	133	137	114	109	119	92	41	52
	23%	24%	22%	23%	20%	23%	20%	24%	27% dfj	27% f	21%	27% dfj	21%	22%	27% p	22%	17%	27% p
10% is not a large increase/ still affordable	392	215	177	16	60	60	85	71	54	45	121	100	127	115	77	73	45	29
	21%	23%	19%	11%	18%	21% c	26% cdj	26% cdj	21% c	19%	19%	20% c	24% noq	23% noq	18%	17%	19%	15%
I need a landline in order to get broadband	346	188	158	54	89	63	65	30	30	16	152	46	106	86	67	87	49	38
	18%	20%	17%	38% defghijk	26% ghik	22% ghik	19% ghik	11%	12% i	6%	24% ghik	9%	20%	18%	15%	20%	21%	20%
Don't use the landline much anyway	298	148	150	32	78	62	56	33	22	14	141	36	94	78	60	66	34	32
	16%	16%	16%	23% ghik	23% ghik	21% ghik	17% hik	12% ik	9%	6%	22% ghik	7%	18%	16%	14%	15%	15%	16%
Reliability of the connection	252	116	136	17	29	43	42	43	42	36	72	78	78	58	61	55	26	30
	13%	12%	15%	12%	8%	15% d	13%	16% d	16% d	15% d	11%	16% d	15%	12%	14%	13%	11%	15%
Habit/ always used landline	230	116	114	8	15	16	28	36	60	67	30	127	51	62	62	55	33	22
	12%	12%	12%	6%	4%	5%	8%	13% dej	23% cdefgj	28% cdefgj	5%	25% cdefgj	10%	13%	14% l	13%	14%	11%
I prefer to make calls from my landline	203	95	107	5	7	15	45	36	37	58	23	94	50	52	53	48	21	27
	11%	10%	12%	3%	2%	5%	14% cdej	13% cdej	14% cdej	24% cdefghj	4%	19% cdegj	9%	11%	12%	11%	9%	14%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	1876	930	946	109	246	287	328	328	319	259	533	578	527	506	393	449	234	215
Effective Weighted Sample	1567	781	787	99	218	250	277	271	271	224	459	493	424	419	343	384	206	178
Total	1882	957	925	141	338	292	333	278	258	242	630	500	529	489	434	429	236	193
Have landline in a bundled package and don't want to switch/ lose other services	92 5%	41 4%	52 6%	6 4%	21 6%	19 6%	14 4%	13 5%	10 4%	10 4%	39 6%	21 4%	17 3%	23 5%	31 7% l	22 5%	16 7% l	6 3%
Alternatives are too expensive	77 4%	39 4%	38 4%	4 3%	6 2%	12 4%	17 5%	11 4%	14 6% d	12 5%	19 3%	26 5% d	13 2%	22 4%	25 6% l	18 4%	9 4%	9 4%
Quality of customer service	68 4%	36 4%	32 4%	6 4%	9 3%	13 4%	15 4%	9 3%	12 5%	5 2%	22 3%	17 3%	20 4%	19 4%	18 4%	12 3%	6 3%	5 3%
Less convenient/ less easy to use mobiles	62 3%	27 3%	36 4%	3 2%	5 1%	6 2%	4 1%	9 3%	19 7% defgj	16 7% defj	11 2%	35 7% defgj	24 4%	10 2%	17 4%	11 3%	4 1%	8 4%
Don't have/ use a mobile	54 3%	23 2%	31 3%	2 1%	13 4% e	1 *%	6 2%	5 2%	8 3% e	20 8% cdefghj	14 2%	28 6% efgj	9 2%	16 3%	14 3%	16 4%	4 2%	11 6% lp
Don't trust alternatives	37 2%	19 2%	18 2%	1 1%	4 1%	7 2%	12 3%	4 1%	6 3%	3 1%	11 2%	10 2%	14 3%	8 2%	9 2%	7 2%	6 2%	1 1%
Less convenient/ less easy to use VoIP/ video calls online	5 *%	1 *%	4 *%	- -%	2 *%	- -%	1 *%	1 *%	1 *%	- -%	2 *%	1 *%	3 1%	1 *%	- -%	1 *%	1 *%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1876	930	946	109	246	287	328	328	319	259	533	578	527	506	393	449	234	215
Effective Weighted Sample	1567	781	787	99	218	250	277	271	271	224	459	493	424	419	343	384	206	178
Total	1882	957	925	141	338	292	333	278	258	242	630	500	529	489	434	429	236	193
Don't have access to/ use VoIP/ video calls online	4 *%	2 *%	2 *%	- -%	2 *%	- -%	- -%	- -%	1 *%	1 *%	2 *%	2 *%	1 *%	- -%	2 *%	1 *%	1 *%	- -%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	715 38%	360 38%	355 38%	61 43%	144 43% ik	126 43% fik	115 34%	98 35%	93 36%	78 32%	270 43% fgik	171 34%	203 38%	181 37%	176 41% p	155 36%	74 31%	81 42% p
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	424 23%	222 23%	202 22%	59 42% efghijk	107 32% fghik	77 26% ghik	77 23% ghik	41 15%	39 15%	25 10%	184 29% ghik	64 13%	118 22%	104 21%	94 22%	107 25%	63 27%	44 23%
CONVENIENCE/ HABIT	419 22%	203 21%	217 23%	13 9%	28 8%	35 12%	66 20% cdej	68 25% cdej	99 39% cdefgj	110 45% cdefgj	63 10%	209 42% cdefgj	109 21%	106 22%	104 24%	99 23%	52 22%	47 24%
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	305 16%	140 15%	165 18%	20 14%	33 10%	58 20% d	56 17% d	48 17% d	51 20% d	40 16% d	91 14%	91 18% d	92 17%	70 14%	78 18%	65 15%	33 14%	32 17%
EXPENSE	77 4%	39 4%	38 4%	4 3%	6 2%	12 4%	17 5%	11 4%	14 6% d	12 5%	19 3%	26 5% d	13 2%	22 4%	25 6% l	18 4%	9 4%	9 4%
AVAILABILITY OF ALTERNATIVES	57 3%	25 3%	33 4%	2 1%	14 4% e	1 *%	6 2%	5 2%	9 3% e	21 9% cefgjhj	15 2% e	30 6% cefgj	9 2%	16 3%	16 4%	17 4%	5 2%	11 6% l
Don't know	32 2%	13 1%	19 2%	2 2%	9 3%	6 2%	5 1%	4 2%	3 1%	3 1%	15 2%	6 1%	8 2%	11 2% q	8 2%	5 1%	5 2% q	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	1876	443	983	135	314	350	302	237	216	149	622	1541	187	115	33	1583	293
Effective Weighted Sample	1567	376	823	118	268	296	246	191	173	116	550	1315	175	104	30	1335	232
Total	1882	383	1069	117	312	344	298	247	218	150	626	1557	109	174	42	1607	275
Too much hassle to change	434 23%	105 28% bd	236 22%	31 27%	61 20%	76 22%	61 21%	50 20%	41 19%	23 15%	183 29% efghi	330 21%	39 36% k	55 32% k	10 24%	385 24% p	49 18%
10% is not a large increase/ still affordable	392 21%	82 21%	237 22%	18 15%	55 18%	58 17%	69 23% j	62 25% ej	63 29% ej	43 28% ej	97 15%	346 22% lm	10 9%	22 13%	14 34% lm	336 21%	57 21%
I need a landline in order to get broadband	346 18%	37 10%	222 21% ac	9 7%	78 25% ac	62 18%	45 15%	47 19%	38 17%	28 19%	127 20%	299 19%	15 14%	29 17%	4 9%	303 19%	43 16%
Don't use the landline much anyway	298 16%	27 7%	205 19% ac	9 8%	57 18% ac	58 17%	44 15%	45 18%	40 18%	28 19%	83 13%	264 17% lm	12 11%	14 8%	8 20%	258 16%	40 14%
Reliability of the connection	252 13%	59 15%	137 13%	19 16%	37 12%	38 11%	44 15%	34 14%	27 12%	17 11%	91 15%	205 13%	9 9%	37 21% kln	1 2%	199 12%	53 19% o
Habit/ always used landline	230 12%	94 25% bd	80 7%	33 28% bd	22 7%	51 15% hi	28 10%	28 12%	16 7%	9 6%	98 16% fhi	183 12%	13 12%	31 18%	2 5%	196 12%	34 12%
I prefer to make calls from my landline	203 11%	71 18% bd	83 8%	23 20% bd	25 8%	34 10%	37 12% i	22 9%	19 9%	7 5%	84 13% i	158 10%	11 10%	30 17% k	4 9%	175 11%	27 10%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	443	983	135	314	350	302	237	216	149	622	1541	187	115	33	1583	293
Effective Weighted Sample	1567	376	823	118	268	296	246	191	173	116	550	1315	175	104	30	1335	232
Total	1882	383	1069	117	312	344	298	247	218	150	626	1557	109	174	42	1607	275
Have landline in a bundled package and don't want to switch/lose other services	92 5%	16 4%	55 5%	5 4%	17 5%	10 3%	17 6%	12 5%	12 5%	9 6%	32 5%	80 5%	4 3%	5 3%	4 11%	83 5%	9 3%
Alternatives are too expensive	77 4%	24 6% b	36 3%	2 2%	15 5%	21 6%	16 5%	8 3%	9 4%	3 2%	21 3%	70 4%	4 3%	3 2%	1 2%	68 4%	10 3%
Quality of customer service	68 4%	12 3%	44 4%	4 4%	7 2%	11 3%	9 3%	9 4%	13 6%	4 2%	23 4%	58 4%	2 2%	8 5%	- -%	62 4%	6 2%
Less convenient/ less easy to use mobiles	62 3%	30 8% bd	21 2%	6 5%	6 2%	9 3%	13 4%	7 3%	6 3%	3 2%	24 4%	53 3%	3 3%	6 3%	- -%	51 3%	11 4%
Don't have/ use a mobile	54 3%	19 5% b	19 2%	9 8% bd	6 2%	14 4%	4 1%	5 2%	3 2%	6 4%	23 4%	40 3%	1 1%	12 7% kl	1 2%	48 3%	5 2%
Don't trust alternatives	37 2%	10 3%	21 2%	- -%	7 2%	6 2%	7 2%	5 2%	8 4%	1 1%	9 1%	34 2%	2 2%	1 1%	- -%	31 2%	7 2%
Less convenient/ less easy to use VoIP/ video calls online	5 *%	1 *%	3 *%	- -%	1 *%	2 *%	1 *%	- -%	* *%	1 1%	1 *%	5 *%	- -%	- -%	- -%	4 *%	* *%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	443	983	135	314	350	302	237	216	149	622	1541	187	115	33	1583	293
Effective Weighted Sample	1567	376	823	118	268	296	246	191	173	116	550	1315	175	104	30	1335	232
Total	1882	383	1069	117	312	344	298	247	218	150	626	1557	109	174	42	1607	275
Don't have access to/ use VoIP/ video calls online	4 *%	1 *%	2 *%	1 1%	- -%	1 *%	2 1%	- -%	- -%	- -%	1 *%	4 *%	- -%	- -%	- -%	4 *%	- -%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	715 38%	132 35%	427 40%	38 33%	117 37%	131 38%	104 35%	93 38%	76 35%	51 34%	259 41%	577 37%	51 47% k	69 40%	18 43%	627 39% p	88 32%
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	424 23%	51 13%	266 25% ac	13 11%	95 30% ac	70 20%	62 21%	58 23%	47 22%	36 24%	152 24%	365 23% l	18 16%	34 19%	8 19%	373 23%	52 19%
CONVENIENCE/ HABIT	419 22%	156 41% bd	163 15%	53 45% bd	46 15%	84 24% i	66 22% i	47 19%	37 17%	18 12%	167 27% ghi	332 21%	26 24%	56 32% kn	6 14%	355 22%	64 23%
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	305 16%	71 19%	169 16%	19 16%	46 15%	50 14%	55 18%	43 18%	33 15%	18 12%	106 17%	255 16% ln	11 10%	38 22% ln	1 2%	242 15%	63 23% o
EXPENSE	77 4%	24 6% b	36 3%	2 2%	15 5%	21 6%	16 5%	8 3%	9 4%	3 2%	21 3%	70 4%	4 3%	3 2%	1 2%	68 4%	10 3%
AVAILABILITY OF ALTERNATIVES	57 3%	20 5% bd	21 2%	10 9% bd	6 2%	14 4%	5 2%	5 2%	3 2%	6 4%	24 4%	44 3%	1 1%	12 7% kl	1 2%	52 3%	5 2%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	SEG & AGE					INCOME					COUNTRY				URBANITY		
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	443	983	135	314	350	302	237	216	149	622	1541	187	115	33	1583	293
Effective Weighted Sample	1567	376	823	118	268	296	246	191	173	116	550	1315	175	104	30	1335	232
Total	1882	383	1069	117	312	344	298	247	218	150	626	1557	109	174	42	1607	275
Don't know	32	5	22	1	5	3	2	2	2	-	23	27	1	1	3	30	3
	2%	1%	2%	1%	1%	1%	1%	1%	1%	-%	4%	2%	1%	1%	6%	2%	1%
											efghi						

efghi

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	1823	1876	1741	1671	130	1684	1022	700	205	1671	135	1741	1608	133	63	72
Effective Weighted Sample	1567	1524	1567	1450	1379	110	1392	863	585	188	1379	118	1450	1329	122	52	66
Total	1882	1817	1882	1750	1647	136	1662	1047	718	235	1647	132	1750	1593	157	54	78
Too much hassle to change	434 23%	427 24%	434 23%	403 23%	365 22%	36 26%	369 22%	240 23%	170 24%	69 29% jm	365 22%	31 23%	403 23%	354 22%	49 31% jlm	10 19%	21 26%
10% is not a large increase/ still affordable	392 21%	387 21%	392 21%	370 21%	363 22%	39 29% b	369 22%	261 25% abc	160 22%	29 12%	363 22% ip	22 17%	370 21% ip	347 22% ip	23 14%	16 29% inp	6 8%
I need a landline in order to get broadband	346 18%	316 17%	346 18%	343 20%	337 20% a	34 25% a	339 20% a	203 19%	170 24% abcg	10 4%	337 20% iknop	3 3%	343 20% iknop	333 21% iknop	10 6% p	3 6% p	- -%
Don't use the landline much anyway	298 16%	276 15%	298 16%	288 16%	279 17%	17 13%	282 17%	172 16%	141 20% ab	19 8%	279 17% iknp	10 7%	288 16% iknp	274 17% iknp	15 9%	6 10%	4 5%
Reliability of the connection	252 13%	251 14%	252 13%	234 13%	214 13%	14 10%	217 13%	124 12%	92 13%	38 16%	214 13%	18 13%	234 13%	207 13%	27 17%	7 12%	11 14%
Habit/ always used landline	230 12%	230 13% dfh	230 12% dfh	194 11%	157 10%	15 11%	160 10%	105 10%	59 8%	73 31% jlm	157 10%	35 27% jlm	194 11%	145 9%	50 32% jlm	12 23% jlm	23 30% jlm
I prefer to make calls from my landline	203 11%	203 11%	203 11%	175 10%	156 9%	16 12%	157 9%	90 9%	65 9%	47 20% jlm	156 9%	27 21% jlm	175 10%	149 9%	27 17% jlm	7 13%	20 26% jlm
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	1823	1876	1741	1671	130	1684	1022	700	205	1671	135	1741	1608	133	63	72
Effective Weighted Sample	1567	1524	1567	1450	1379	110	1392	863	585	188	1379	118	1450	1329	122	52	66
Total	1882	1817	1882	1750	1647	136	1662	1047	718	235	1647	132	1750	1593	157	54	78
Have landline in a bundled package and don't want to switch/ lose other services	92 5%	92 5%	92 5%	86 5%	81 5%	7 5%	81 5%	74 7%	41 6%	11 5%	81 5%	6 5%	86 5%	76 5%	10 7%	5 10%	1 1%
								abcdf								p	
Alternatives are too expensive	77 4%	77 4%	77 4%	74 4%	66 4%	2 2%	67 4%	39 4%	18 3%	12 5%	66 4%	4 3%	74 4%	63 4%	11 7%	3 5%	1 1%
Quality of customer service	68 4%	67 4%	68 4%	64 4%	61 4%	3 2%	62 4%	33 3%	25 4%	8 3%	61 4%	5 4%	64 4%	56 4%	7 4%	4 8%	1 1%
Less convenient/ less easy to use mobiles	62 3%	62 3%	62 3%	60 3%	48 3%	6 4%	53 3%	30 3%	19 3%	14 6%	48 3%	3 2%	60 3%	45 3%	14 9%	3 5%	- -%
										jmp					jklnp		
Don't have/ use a mobile	54 3%	52 3%	54 3%	31 2%	33 2%	6 4%	33 2%	22 2%	14 2%	21 9%	33 2%	23 17%	31 2%	28 2%	4 2%	5 10%	17 22%
										ijlmn		ijlmn				ijlmn	ijlmn
Don't trust alternatives	37 2%	36 2%	37 2%	36 2%	32 2%	1 1%	32 2%	26 2%	17 2%	5 2%	32 2%	1 1%	36 2%	31 2%	5 3%	1 3%	- -%
Less convenient/ less easy to use VoIP/ video calls online	5 *%	5 *%	5 *%	5 *%	5 *%	- -%	5 *%	2 *%	1 *%	- -%	5 *%	- -%	5 *%	5 *%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	1823	1876	1741	1671	130	1684	1022	700	205	1671	135	1741	1608	133	63	72
Effective Weighted Sample	1567	1524	1567	1450	1379	110	1392	863	585	188	1379	118	1450	1329	122	52	66
Total	1882	1817	1882	1750	1647	136	1662	1047	718	235	1647	132	1750	1593	157	54	78
Don't have access to/ use VoIP/ video calls online	4 *%	2 *%	4 *%	3 *%	3 *%	- -%	3 *%	2 *%	- -%	1 *%	3 *%	1 1%	3 *%	3 *%	- -%	- -%	1 1%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	715 38%	687 38%	715 38%	674 39%	629 38%	52 38%	636 38%	398 38%	300 42%	86 36%	629 38%	40 31%	674 39%	613 39%	61 39%	16 29%	25 32%
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	424 23%	394 22%	424 23%	415 24%	405 25%	39 29%	407 24%	265 25% a	200 28% ab	19 8% p	405 25% iknp	9 7%	415 24% iknp	397 25% iknp	19 12% p	8 15% p	1 1%
CONVENIENCE/ HABIT	419 22%	419 23% dfgh	419 22% dfgh	362 21%	314 19%	30 22%	319 19%	196 19%	123 17%	106 45% jlm	314 19%	58 44% jlm	362 21%	296 19%	65 41% jlm	17 32% jlm	40 52% jlmo
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	305 16%	302 17%	305 16%	285 16%	261 16%	17 12%	264 16%	157 15%	109 15%	44 19%	261 16%	21 16%	285 16%	251 16%	33 21%	10 18%	11 14%
EXPENSE	77 4%	77 4%	77 4%	74 4%	66 4%	2 2%	67 4%	39 4%	18 3%	12 5%	66 4%	4 3%	74 4%	63 4%	11 7%	3 5%	1 1%
AVAILABILITY OF ALTERNATIVES	57 3%	54 3%	57 3%	34 2%	36 2%	6 4%	36 2%	24 2%	14 2%	22 9% jlmn	36 2%	23 18% ijlmn	34 2%	30 2%	4 2%	5 10% jlmn	18 23% ijlmn
Don't know	32 2%	28 2%	32 2%	29 2%	27 2%	1 1%	27 2%	18 2%	15 2%	5 2%	27 2%	4 3%	29 2%	27 2%	1 1%	- -%	4 5%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	1876	171	1495	697	389	65	212	339	74	34	836	1037	62	181	831	1012	864
Effective Weighted Sample	1567	138	1287	547	338	56	182	302	63	28	666	899	49	155	700	848	719
Total	1882	66	1575	646	422	63	211	367	74	31	783	1095	63	220	791	1011	871
Too much hassle to change	434	8	354	165	98	7	58	70	21	7	193	241	9	46	175	222	212
	23%	12%	22% a	26% eg	23% e	12%	27% egl	19%	28% e	22%	25% e	22%	14%	21%	22%	22%	24%
10% is not a large increase/ still affordable	392	19	343	146	79	20	32	83	15	4	181	210	11	53	179	232	161
	21%	29%	22%	23% f	19%	31% dfk	15%	23% f	21%	14%	23% f	19%	17%	24%	23%	23% p	18%
I need a landline in order to get broadband	346	3	332	94	91	18	40	71	15	6	128	217	8	39	153	193	154
	18%	5%	21% a	15%	22% cj	29% cjl	19%	19%	21%	20%	16%	20% c	12%	18%	19%	19%	18%
Don't use the landline much anyway	298	14	265	84	81	10	38	56	9	2	104	194	17	44	113	156	142
	16%	21%	17%	13%	19% cj	17%	18%	15%	13%	5%	13%	18% cj	26% cij	20%	14%	15%	16%
Reliability of the connection	252	7	205	109	49	13	27	29	9	5	131	119	9	33	113	146	106
	13%	11%	13%	17% dgk	12%	20% gk	13%	8%	13%	17%	17% dgk	11%	14%	15%	14%	14%	12%
Habit/ always used landline	230	7	148	95	37	6	31	36	8	9	108	119	8	26	94	120	110
	12%	10%	9%	15% dgk	9%	9%	15% d	10%	11%	27% degk	14% d	11%	12%	12%	12%	12%	13%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	PROVIDERS FOR LANDLINE AND FIXED BB						LANDLINE PROVIDER						SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	171	1495	697	389	65	212	339	74	34	836	1037	62	181	831	1012	864
Effective Weighted Sample	1567	138	1287	547	338	56	182	302	63	28	666	899	49	155	700	848	719
Total	1882	66	1575	646	422	63	211	367	74	31	783	1095	63	220	791	1011	871
I prefer to make calls from my landline	203 11%	4 6%	150 10%	84 13% dk	33 8%	10 16% d	26 12%	33 9%	4 6%	4 14%	99 13% dk	102 9%	7 11%	22 10%	85 11%	107 11%	96 11%
Have landline in a bundled package and don't want to switch/ lose other services	92 5%	- -%	81 5% a	21 3%	33 8% chj	3 5%	8 4%	24 7% chj	- -%	1 3%	24 3%	69 6% chj	3 5%	13 6%	47 6%	60 6%	33 4%
Alternatives are too expensive	77 4%	2 4%	62 4%	24 4%	21 5%	3 4%	8 4%	11 3%	3 4%	3 10%	30 4%	47 4%	4 6%	12 6%	39 5%	51 5% p	26 3%
Quality of customer service	68 4%	1 2%	60 4%	32 5% gk	13 3%	4 7%	4 2%	8 2%	1 2%	4 12% dfghk	38 5% k	30 3%	2 3%	9 4%	32 4%	41 4%	27 3%
Less convenient/ less easy to use mobiles	62 3%	2 3%	46 3%	25 4%	10 2%	3 5%	6 3%	7 2%	2 2%	1 3%	30 4%	33 3%	9 14% cdfghjk	6 3%	28 4%	35 3%	28 3%
Don't have/ use a mobile	54 3%	1 2%	32 2%	22 3%	15 4%	- -%	6 3%	9 2%	2 2%	- -%	23 3%	31 3%	- -%	4 2%	11 1%	15 2%	39 4% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	PROVIDERS FOR LANDLINE AND FIXED BB						LANDLINE PROVIDER						SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	171	1495	697	389	65	212	339	74	34	836	1037	62	181	831	1012	864
Effective Weighted Sample	1567	138	1287	547	338	56	182	302	63	28	666	899	49	155	700	848	719
Total	1882	66	1575	646	422	63	211	367	74	31	783	1095	63	220	791	1011	871
Don't trust alternatives	37	1	31	17	5	1	3	10	-	1	19	18	-	6	11	17	20
	2%	2%	2%	3%	1%	2%	1%	3%	-%	3%	2%	2%	-%	3%	1%	2%	2%
Less convenient/ less easy to use VoIP/ video calls online	5	*	4	1	-	-	-	2	2	-	3	2	-	3	1	4	1
	*%	1%	*%	*%	-%	-%	-%	1%	2%	-%	*%	*%	-%	1%	*%	*%	*%
									cd	fjk				np			
Don't have access to/ use VoIP/ video calls online	4	-	3	-	-	-	2	2	-	-	-	4	-	-	1	1	3
	*%	-%	*%	-%	-%	-%	1%	*%	-%	-%	-%	*%	-%	-%	*%	*%	*%
							cj										
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	715	22	605	245	173	16	94	122	30	8	291	424	25	85	284	369	346
	38%	33%	38%	38%	41%	26%	45%	33%	40%	27%	37%	39%	40%	39%	36%	37%	40%
					eg		eg										
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	424	3	400	109	120	21	49	91	15	7	145	278	11	50	193	243	182
	23%	5%	25%	17%	28%	33%	23%	25%	21%	23%	19%	25%	17%	23%	24%	24%	21%
			a		cj	cj		cj				cj					
CONVENIENCE/ HABIT	419	11	300	169	69	14	52	71	14	11	197	220	16	50	175	225	194
	22%	17%	19%	26%	16%	23%	25%	19%	19%	36%	25%	20%	25%	23%	22%	22%	22%
				dgk			d			dgk	dk						
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	171	1495	697	389	65	212	339	74	34	836	1037	62	181	831	1012	864
Effective Weighted Sample	1567	138	1287	547	338	56	182	302	63	28	666	899	49	155	700	848	719
Total	1882	66	1575	646	422	63	211	367	74	31	783	1095	63	220	791	1011	871
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	305 16%	9 13%	251 16%	132 20% dgk	58 14%	15 23% gk	29 14%	40 11%	11 15%	9 28% gk	157 20% dgk	147 13%	10 16%	41 19%	134 17%	175 17%	130 15%
EXPENSE	77 4%	2 4%	62 4%	24 4%	21 5%	3 4%	8 4%	11 3%	3 4%	3 10%	30 4%	47 4%	4 6%	12 6%	39 5%	51 5% p	26 3%
AVAILABILITY OF ALTERNATIVES	57 3%	1 2%	35 2%	22 3%	15 4%	- -%	8 4%	11 3%	2 2%	- -%	23 3%	34 3%	- -%	4 2%	12 2%	16 2%	41 5% no
Don't know	32 2%	- -%	27 2%	7 1%	10 2%	1 1%	2 1%	12 3% cj	1 1%	- -%	8 1%	24 2%	- -%	3 1%	7 1%	10 1%	22 3% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	594	1267	272	337	811	1446	188	242	879	1476	175	225	791	1228	251	262
Effective Weighted Sample	1567	494	1055	224	297	685	1203	158	216	739	1229	146	202	697	1046	194	212
Total	1882	564	1203	270	409	772	1379	198	305	836	1408	189	285	870	1282	227	241
Too much hassle to change	434	146	314	60	60	211	357	35	42	224	361	35	38	210	306	49	48
	23%	26%	26%	22%	15%	27%	26%	18%	14%	27%	26%	19%	13%	24%	24%	22%	20%
		d	d	d		gh	gh			kl	l						
10% is not a large increase/ still affordable	392	125	316	44	32	180	338	35	20	195	351	24	17	144	263	55	52
	21%	22%	26%	16%	8%	23%	24%	18%	6%	23%	25%	13%	6%	17%	21%	24%	22%
		d	cd	d		h	h	h		kl	kl	l			m	m	
I need a landline in order to get broadband	346	59	134	59	153	89	171	48	127	91	180	43	123	247	299	23	21
	18%	10%	11%	22%	37%	11%	12%	24%	42%	11%	13%	23%	43%	28%	23%	10%	9%
				ab	abc			ef	efg			ij	ijk	nop	op		
Don't use the landline much anyway	298	20	86	70	142	42	130	66	102	44	136	67	95	194	248	19	22
	16%	4%	7%	26%	35%	5%	9%	33%	33%	5%	10%	36%	33%	22%	19%	8%	9%
			a	ab	abc		e	ef	ef		i	ij	ij	op	op		
Reliability of the connection	252	125	218	27	7	153	237	11	5	163	240	8	3	102	151	42	41
	13%	22%	18%	10%	2%	20%	17%	5%	1%	20%	17%	4%	1%	12%	12%	18%	17%
		cd	cd	d		gh	gh	h		kl	kl					mn	mn
Habit/ always used landline	230	142	218	12	1	155	225	5	-	175	227	3	-	56	104	40	50
	12%	25%	18%	4%	*%	20%	16%	2%	-%	21%	16%	1%	-%	6%	8%	18%	21%
		bcd	cd	d		fgh	gh	h		jkl	kl					mn	mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	594	1267	272	337	811	1446	188	242	879	1476	175	225	791	1228	251	262
Effective Weighted Sample	1567	494	1055	224	297	685	1203	158	216	739	1229	146	202	697	1046	194	212
Total	1882	564	1203	270	409	772	1379	198	305	836	1408	189	285	870	1282	227	241
I prefer to make calls from my landline	203 11%	111 20% bcd	187 16% cd	14 5% d	1 *%	128 17% gh	198 14% gh	4 2%	1 *%	144 17% kl	199 14% kl	4 2%	- -%	41 5%	89 7%	48 21% mn	38 16% mn
Have landline in a bundled package and don't want to switch/ lose other services	92 5%	25 4%	55 5%	9 3%	28 7%	37 5%	65 5%	10 5%	17 6%	41 5%	66 5%	10 6%	16 6%	60 7% op	73 6%	6 3%	7 3%
Alternatives are too expensive	77 4%	35 6% d	65 5% d	10 4% d	3 1%	44 6% h	69 5% h	8 4% h	- -%	46 6% l	71 5% l	6 3% l	- -%	26 3%	46 4%	17 8% mn	11 4%
Quality of customer service	68 4%	32 6% d	54 5% d	7 3%	7 2%	42 6% gh	62 4% h	3 1%	4 1%	45 5% kl	62 4% l	3 1%	4 1%	33 4%	46 4%	7 3%	10 4%
Less convenient/ less easy to use mobiles	62 3%	31 6% d	54 4% d	7 2% d	2 *%	40 5% h	55 4% h	6 3%	2 1%	44 5% l	56 4% l	5 3%	2 1%	16 2%	30 2%	17 7% mn	13 5% mn
Don't have/ use a mobile	54 3%	17 3%	30 2%	6 2%	18 4%	20 3%	36 3%	4 2%	15 5%	22 3%	37 3%	4 2%	13 5%	15 2%	19 2%	6 3%	6 3%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	594	1267	272	337	811	1446	188	242	879	1476	175	225	791	1228	251	262
Effective Weighted Sample	1567	494	1055	224	297	685	1203	158	216	739	1229	146	202	697	1046	194	212
Total	1882	564	1203	270	409	772	1379	198	305	836	1408	189	285	870	1282	227	241
Don't trust alternatives	37 2%	14 2%	25 2%	7 3%	6 1%	17 2%	32 2%	1 1%	4 1%	18 2%	33 2%	1 1%	3 1%	22 3%	30 2%	2 1%	3 1%
Less convenient/ less easy to use VoIP/ video calls online	5 *%	2 *%	3 *%	2 1%	- -%	2 *%	3 *%	2 1%	- -%	2 *%	3 *%	2 1%	- -%	1 *%	2 *%	2 1% mn	* *%
Don't have access to/ use VoIP/ video calls online	4 *%	1 *%	2 *%	- -%	2 *%	1 *%	2 *%	- -%	2 1%	1 *%	2 *%	- -%	2 1%	2 *%	2 *%	1 *%	- -%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	715 38%	166 29%	395 33%	122 45% ab	198 48% ab	250 32%	477 35%	98 50% ef	140 46% ef	265 32%	486 35%	98 52% ij	131 46% ij	390 45% op	538 42% op	67 30%	69 29%
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	424 23%	79 14%	180 15%	68 25% ab	177 43% abc	120 16%	226 16%	55 28% ef	143 47% efg	126 15%	236 17%	51 27% ij	137 48% ijk	297 34% nop	360 28% op	29 13%	27 11%
CONVENIENCE/ HABIT	419 22%	236 42% bcd	384 32% cd	32 12% d	3 1%	268 35% fgh	402 29% gh	15 8% h	3 1%	300 36% jkl	406 29% kl	12 6% l	2 1%	101 12%	196 15% m	81 36% mn	84 35% mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1876	594	1267	272	337	811	1446	188	242	879	1476	175	225	791	1228	251	262
Effective Weighted Sample	1567	494	1055	224	297	685	1203	158	216	739	1229	146	202	697	1046	194	212
Total	1882	564	1203	270	409	772	1379	198	305	836	1408	189	285	870	1282	227	241
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	305 16%	140 25% cd	255 21% cd	34 13% d	17 4%	176 23% gh	281 20% gh	13 7%	11 4%	189 23% kl	285 20% kl	11 6%	9 3%	125 14%	191 15%	46 20% m	48 20%
EXPENSE	77 4%	35 6% d	65 5% d	10 4% d	3 1%	44 6% h	69 5% h	8 4% h	- -%	46 6% l	71 5% l	6 3% l	- -%	26 3%	46 4%	17 8% mn	11 4%
AVAILABILITY OF ALTERNATIVES	57 3%	18 3%	31 3%	6 2%	20 5%	21 3%	38 3%	4 2%	16 5% f	23 3%	39 3%	4 2%	15 5%	17 2%	21 2%	7 3%	6 3%
Don't know	32 2%	7 1%	14 1%	7 3%	12 3% b	11 1%	18 1%	5 3%	9 3% f	11 1%	18 1%	5 3%	9 3% j	19 2%	23 2%	2 1%	4 2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE		STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1876	472	722	745	946	208	404	193	650	820	91	944	602	330	169	71
Effective Weighted Sample	1567	408	609	631	788	174	348	163	552	709	68	803	511	277	142	62
Total	1882	532	780	696	897	205	385	186	627	889	86	1052	501	329	184	74
Too much hassle to change	434	85	146	178	227	62	115	57	181	188	12	215	131	88	29	17
	23%	16%	19%	26%	25%	30%	30%	31%	29%	21%	14%	20%	26%	27%	16%	23%
				ab	ab	ab	ij	ij	ij				k	k		
10% is not a large increase/ still affordable	392	58	131	147	218	43	92	33	142	144	19	218	114	61	38	23
	21%	11%	17%	21%	24%	21%	24%	18%	23%	16%	22%	21%	23%	18%	21%	31%
			a	a	ab	a	i		i							
I need a landline in order to get broadband	346	183	228	62	82	36	28	11	44	278	2	231	45	70	44	21
	18%	34%	29%	9%	9%	17%	7%	6%	7%	31%	3%	22%	9%	21%	24%	28%
		cde	cde			cd				fghj		l		l		
Don't use the landline much anyway	298	170	219	37	50	29	14	15	35	223	5	216	39	43	39	14
	16%	32%	28%	5%	6%	14%	4%	8%	6%	25%	6%	21%	8%	13%	21%	19%
		cde	cde			cd		f		fghj		lm		l		
Reliability of the connection	252	21	49	153	189	14	82	32	125	70	32	126	78	48	30	15
	13%	4%	6%	22%	21%	7%	21%	17%	20%	8%	37%	12%	16%	15%	17%	20%
				abe	abe		i	i	i		fghi					
Habit/ always used landline	230	15	26	161	186	18	102	31	142	46	7	78	126	26	15	10
	12%	3%	3%	23%	21%	9%	26%	17%	23%	5%	8%	7%	25%	8%	8%	13%
				abe	abe	ab	gij	i	ij				km			
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	1876	472	722	745	946	208	404	193	650	820	91	944	602	330	169	71
Effective Weighted Sample	1567	408	609	631	788	174	348	163	552	709	68	803	511	277	142	62
Total	1882	532	780	696	897	205	385	186	627	889	86	1052	501	329	184	74
I prefer to make calls from my landline	203 11%	11 2%	17 2%	144 21% abe	170 19% abe	16 8% ab	89 23% gi	25 13% i	119 19% i	39 4% j	15 18% i	75 7% km	94 19% km	35 10% km	10 5% km	6 8% km
Have landline in a bundled package and don't want to switch/ lose other services	92 5%	34 6%	47 6%	29 4%	36 4%	9 5%	18 5%	10 5%	30 5%	53 6% j	- -%	57 5%	21 4%	14 4%	13 7%	7 9%
Alternatives are too expensive	77 4%	4 1%	12 1%	41 6% ab	54 6% ab	12 6% ab	20 5% i	10 5%	35 6% i	23 3%	5 6%	43 4%	19 4%	16 5%	7 4%	5 7%
Quality of customer service	68 4%	4 1%	15 2%	35 5% ab	47 5% ab	6 3% a	19 5%	9 5%	28 4%	28 3%	7 9% i	42 4%	13 3%	13 4%	8 5%	6 8%
Less convenient/ less easy to use mobiles	62 3%	3 1%	8 1%	44 6% abe	49 5% ab	5 2% a	20 5% i	12 6% i	31 5% i	8 1%	7 8% i	23 2%	32 6% km	7 2%	3 2%	2 2%
Don't have/ use a mobile	54 3%	18 3%	20 3%	27 4%	29 3%	4 2%	18 5% i	10 5% i	33 5% i	16 2%	- -%	19 2%	22 4% k	13 4% k	- -%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
		STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
	Total	AGREE	AGREE	DISAGREE	TOTAL DISAGREE											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1876	472	722	745	946	208	404	193	650	820	91	944	602	330	169	71
Effective Weighted Sample	1567	408	609	631	788	174	348	163	552	709	68	803	511	277	142	62
Total	1882	532	780	696	897	205	385	186	627	889	86	1052	501	329	184	74
Don't trust alternatives	37	3	10	17	21	5	7	3	12	21	*	24	10	4	4	2
	2%	1%	1%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	2%	3%
				a	a	a										
Less convenient/ less easy to use VoIP/ video calls online	5	-	2	2	3	-	2	1	3	2	-	4	1	-	-	-
	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%
Don't have access to/ use VoIP/ video calls online	4	2	2	-	1	1	1	-	1	2	1	2	1	1	-	-
	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	715	248	355	213	272	88	129	71	215	396	17	418	168	129	65	29
	38%	47%	46%	31%	30%	43%	33%	38%	34%	45%	20%	40%	33%	39%	35%	40%
		cd	cd			cd	j	j	j	fhj		l				
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	424	211	268	87	114	43	42	20	69	323	2	278	63	83	55	25
	23%	40%	34%	12%	13%	21%	11%	11%	11%	36%	3%	26%	13%	25%	30%	33%
		cde	cde			cd	j		j	fg hj		l		l		
CONVENIENCE/ HABIT	419	26	47	285	335	37	170	56	238	88	24	161	200	59	27	16
	22%	5%	6%	41%	37%	18%	44%	30%	38%	10%	27%	15%	40%	18%	15%	21%
				abe	abe	ab	gij	i	i		i		km			
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 62**

**Q42. Why would you be unlikely to consider taking any action if the price of landline calls increased by 10% so an extra (10% OF SPEND ON CALLS) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of landline calls

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS			BUSINESS		
		STRONGLY		STRONGLY			TO MAKE OR		NEED				OTHER				
	Total	AGREE	TOTAL	DISAGREE	TOTAL	NEITHER/	TO	TO	RECEIVE	LANDLINE	MORE	WORKING	RETIRED	NOT	SELF-	RUN FROM	
		AGREE	AGREE	DISAGREE	DISAGREE	DK	MAKE	RECEIVE	CALLS	TO GET	RELIABLE			WORKING	EMPL'ED	HOME	
		a	b	c	d	e	f	g		h	i	j	k	l	m	n	o
Significance Level: 95%																	
Unweighted total	1876	472	722	745	946	208	404	193		650	820	91	944	602	330	169	71
Effective Weighted Sample	1567	408	609	631	788	174	348	163		552	709	68	803	511	277	142	62
Total	1882	532	780	696	897	205	385	186		627	889	86	1052	501	329	184	74
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	305	25	66	180	221	18	91	39		142	99	33	158	91	57	36	18
	16%	5%	8%	26%	25%	9%	24%	21%		23%	11%	39%	15%	18%	17%	20%	25%
			a	abe	abe	a	i	i		i		fghi					
EXPENSE	77	4	12	41	54	12	20	10		35	23	5	43	19	16	7	5
	4%	1%	1%	6%	6%	6%	5%	5%		6%	3%	6%	4%	4%	5%	4%	7%
				ab	ab	ab	i			i							
AVAILABILITY OF ALTERNATIVES	57	20	22	27	30	5	19	10		33	18	1	20	23	14	-	-
	3%	4%	3%	4%	3%	3%	5%	5%		5%	2%	1%	2%	5%	4%	-%	-%
							i	i		i				k	k		
Don't know	32	19	21	8	9	2	4	4		10	15	1	25	5	3	2	1
	2%	4%	3%	1%	1%	1%	1%	2%		2%	2%	1%	2%	1%	1%	1%	2%
		cd	cd														
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 63**

**VALUE USED TO REPRESENT 10% INCREASE IN TOTAL MONTHLY SPEND - BASED ON ACTUAL SPEND (AT Q37) OR USING EXAMPLE TOTAL MONTHLY SPEND OF £23**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
Under £1.00	36 1%	25 2% b	11 1%	6 3% j	5 1%	3 1%	6 1%	6 2%	6 2%	4 1%	8 1%	9 2%	6 1%	16 2%	6 1%	8 1%	2 *%	7 2%	
£1.00 to £1.99	343 12%	185 14%	158 11%	33 13% hik	90 16% hik	65 14% hik	64 13% hik	49 13% hik	23 7%	20 7%	155 15% hik	43 7%	98 12%	82 11%	79 13%	84 14%	35 11%	49 17% mp	
£2.00 to £2.99	1659 60%	789 58%	870 61%	147 58%	324 58%	263 56%	294 58%	218 57%	219 65% efgj	196 68% cdefgj	586 57%	415 67% cdefgj	464 59%	463 61%	361 58%	369 60%	198 60%	171 59%	
£3.00 to £3.99	358 13%	178 13%	180 13%	41 16%	71 13%	59 13%	62 12%	46 12%	43 13%	37 13%	130 13%	80 13%	108 14%	83 11%	85 14%	83 13%	47 14%	36 12%	
£4.00 to £4.99	158 6%	75 6%	83 6%	15 6%	29 5%	28 6%	30 6%	26 7%	18 5%	11 4%	57 6%	30 5%	39 5%	52 7% q	39 6%	28 5%	19 6%	9 3%	
£5.00 or more	229 8%	112 8%	117 8%	11 4%	35 6%	50 11% cdk	52 10% c	36 9% c	25 8%	19 7%	85 8%	45 7%	73 9%	61 8%	49 8%	46 7%	28 9%	18 6%	
Mean £s per month	2.9	2.9	3.0	2.6	2.7	3.1 d	3.4 dk	2.8	2.8	2.8	2.9	2.8	3.0	2.8	3.0	2.9	2.9	2.8	
Standard deviation	3.81	3.46	4.12	1.04	1.29	4.64	7.21	1.45	1.40	2.04	3.29	1.73	4.32	1.64	4.76	3.95	1.94	5.39	
Standard error	.07	.09	.11	.07	.06	.22	.32	.07	.07	.12	.11	.06	.15	.06	.20	.15	.11	.30	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																			

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 63**

**VALUE USED TO REPRESENT 10% INCREASE IN TOTAL MONTHLY SPEND - BASED ON ACTUAL SPEND (AT Q37) OR USING EXAMPLE TOTAL MONTHLY SPEND OF £23**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Under £1.00	36 1%	7 2%	20 1%	2 1%	6 1%	9 2%	5 1%	7 2%	5 2%	- -%	9 1%	34 1%	* *%	- -%	1 2%	34 1%	2 1%
£1.00 to £1.99	343 12%	29 6%	230 14% a	14 9%	70 15% ac	69 14% j	59 15% j	58 15% j	48 16% j	30 12%	80 8%	279 12%	13 10%	30 14%	21 25% klm	288 12%	56 14%
£2.00 to £2.99	1659 60%	310 66% bd	978 58%	105 68% bd	264 57%	269 55%	228 57%	236 59%	176 57%	127 53%	623 66% efghi	1414 60% ln	70 50%	140 63% ln	35 42%	1438 60%	222 57%
£3.00 to £3.99	358 13%	64 14%	212 12%	17 11%	66 14%	76 16% j	56 14%	50 13%	40 13%	36 15%	100 11%	288 12%	29 21% k	29 13%	13 16%	303 13%	55 14%
£4.00 to £4.99	158 6%	22 5%	108 6%	8 5%	20 4%	28 6%	22 5%	26 6%	12 4%	12 5%	60 6%	133 6%	11 8%	9 4%	6 7%	131 5%	27 7%
£5.00 or more	229 8%	34 7%	148 9%	10 7%	36 8%	38 8%	31 8%	21 5%	28 9%	36 15% efgj	75 8%	192 8%	16 11%	14 6%	7 8%	201 8%	28 7%
Mean £s per month	2.9	2.8	3.0	2.9	2.9	2.9	2.8	2.6	3.1	3.8 fgj	2.8 g	2.9	3.1 n	2.8	2.7	2.9	2.8
Standard deviation	3.81	1.36	4.20	2.53	4.33	4.30	1.44	1.23	6.49	7.82	1.46	4.10	1.67	1.67	1.38	4.07	1.34
Standard error	.07	.06	.11	.18	.20	.19	.07	.06	.37	.50	.05	.08	.11	.14	.17	.08	.07
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 63**

**VALUE USED TO REPRESENT 10% INCREASE IN TOTAL MONTHLY SPEND - BASED ON ACTUAL SPEND (AT Q37) OR USING EXAMPLE TOTAL MONTHLY SPEND OF £23**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Under £1.00	36 1%	34 1%	36 1%	29 1%	33 1%	2 1%	33 1%	12 1%	14 1%	3 1%	33 1%	7 4%	29 1%	28 1%	1 *	4 6%	2 2%
												ijklmn				ijklmn	
£1.00 to £1.99	343 12%	321 12%	343 12%	322 12%	313 13%	32 14%	322 13%	208 13%	148 14%	30 10%	313 13%	21 13%	322 12%	300 13%	22 10%	12 18%	9 10%
£2.00 to £2.99	1659 60%	1602 60%	1659 60%	1567 60%	1444 58%	138 60%	1460 58%	955 61%	629 59%	216 68%	1444 58%	93 58%	1567 60%	1410 59%	157 69%	34 47%	59 67%
										ijklmo			o		ijklmo		o
£3.00 to £3.99	358 13%	336 13%	358 13%	332 13%	315 13%	28 12%	316 13%	179 11%	124 12%	44 14%	315 13%	26 16%	332 13%	302 13%	30 13%	13 18%	14 15%
£4.00 to £4.99	158 6%	156 6%	158 6%	153 6%	150 6%	13 6%	151 6%	80 5%	64 6%	8 3%	150 6%	6 3%	153 6%	145 6%	8 3%	5 7%	1 1%
										i			i	i			
£5.00 or more	229 8%	226 8%	229 8%	221 8%	215 9%	17 7%	215 9%	135 9%	95 9%	14 4%	215 9%	8 5%	221 8%	212 9%	9 4%	3 4%	5 5%
											in		in	in			
Mean £s per month	2.9	2.9	2.9	2.9	3.0	3.0	2.9	3.0	3.0	2.6	3.0	2.6	2.9	3.0	2.6	2.5	2.6
Standard deviation	3.81	3.88	3.81	3.91	4.02	6.03	4.00	4.38	4.66	1.08	4.02	1.27	3.91	4.08	.96	1.17	1.34
Standard error	.07	.07	.07	.08	.08	.41	.08	.11	.14	.07	.08	.10	.08	.08	.07	.13	.15
Columns Tested:	a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 63**

**VALUE USED TO REPRESENT 10% INCREASE IN TOTAL MONTHLY SPEND - BASED ON ACTUAL SPEND (AT Q37) OR USING EXAMPLE TOTAL MONTHLY SPEND OF £23**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Under £1.00	36 1%	7 6% b	26 1%	8 1%	6 1%	- -%	4 1%	12 2% c	4 4% cdj	2 6% cdefjk	11 1%	25 1%	* 1%	7 2%	12 1%	18 1%	18 1%
£1.00 to £1.99	343 12%	14 13%	299 13%	70 8%	126 19% cfgijk	11 12%	32 10%	68 12% c	20 22% cfgij	2 5%	102 9%	242 15% cfj	14 15% c	49 14%	147 13%	196 13%	148 11%
£2.00 to £2.99	1659 60%	64 60%	1366 58%	550 59%	379 58%	61 66%	184 57%	337 61%	50 54%	26 68%	661 59%	988 60%	60 62%	198 57%	669 60%	867 59%	792 60%
£3.00 to £3.99	358 13%	14 13%	299 13%	124 13%	67 10%	12 13%	68 21% cdgijk	56 10%	13 14%	3 6%	149 13%	208 13%	15 15%	43 13%	138 12%	182 12%	177 13%
£4.00 to £4.99	158 6%	5 5%	144 6%	71 8% dgk	29 4%	4 5%	22 7%	22 4%	4 5%	2 5%	80 7% dgk	77 5%	2 2%	31 9% np	59 5%	89 6%	69 5%
£5.00 or more	229 8%	4 3%	211 9% a	104 11% defhk	45 7% f	4 4%	11 3%	55 10% fh	2 2%	4 10% h	110 10% fhk	119 7% f	4 4%	18 5%	99 9%	117 8%	112 9%
Mean £s per month	2.9	2.5	3.0 a	3.1	3.0	2.5	2.7 h	2.8 h	2.4	2.8	3.0	2.8	2.6	3.0	2.9	2.9	2.9
Standard deviation	3.81	1.16	4.12	4.09	5.88	.80	.90	1.57	.88	2.08	3.76	3.85	1.95	5.12	3.66	4.05	3.53
Standard error	.07	.07	.09	.13	.24	.08	.05	.07	.09	.32	.11	.10	.20	.30	.11	.10	.10
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 63**

**VALUE USED TO REPRESENT 10% INCREASE IN TOTAL MONTHLY SPEND - BASED ON ACTUAL SPEND (AT Q37) OR USING EXAMPLE TOTAL MONTHLY SPEND OF £23**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Under £1.00	36	3	15	8	12	8	19	6	11	9	23	3	9	8	21	3	6
	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%
				a	a				ef								
£1.00 to £1.99	343	56	150	66	128	86	185	61	98	94	195	59	89	180	257	31	34
	12%	8%	9%	14%	20%	9%	9%	17%	21%	9%	10%	17%	20%	13%	13%	10%	11%
				ab	abc			ef	ef			ij	ij				
£2.00 to £2.99	1659	428	1012	291	356	632	1192	213	254	673	1215	204	241	782	1172	208	187
	60%	60%	61%	60%	56%	63%	61%	60%	54%	62%	61%	60%	54%	58%	58%	66%	61%
						h	h			l	l					mn	
£3.00 to £3.99	358	109	233	54	72	127	270	28	61	144	274	26	58	178	256	43	33
	13%	15%	14%	11%	11%	13%	14%	8%	13%	13%	14%	8%	13%	13%	13%	14%	11%
						g	g		g	k	k		k				
£4.00 to £4.99	158	45	103	25	31	60	114	22	22	66	115	21	22	81	120	18	15
	6%	6%	6%	5%	5%	6%	6%	6%	5%	6%	6%	6%	5%	6%	6%	6%	5%
£5.00 or more	229	68	155	39	35	94	179	26	24	99	179	26	24	123	177	13	31
	8%	10%	9%	8%	6%	9%	9%	7%	5%	9%	9%	8%	5%	9%	9%	4%	10%
		d	d			h	h			l	l			o	o		o
Mean £s per month	2.9	3.0	3.0	3.0	2.7	3.1	3.0	3.1	2.5	3.1	3.0	3.1	2.5	3.1	3.0	2.7	2.9
		d	d			h	h			l	l						
Standard deviation	3.81	1.74	3.21	5.46	3.72	4.85	3.62	6.30	1.01	4.69	3.59	6.45	1.02	5.26	4.38	1.43	1.77
Standard error	.07	.06	.08	.25	.16	.15	.08	.34	.05	.14	.08	.36	.05	.15	.10	.08	.10

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 63**

VALUE USED TO REPRESENT 10% INCREASE IN TOTAL MONTHLY SPEND - BASED ON ACTUAL SPEND (AT Q37) OR USING EXAMPLE TOTAL MONTHLY SPEND OF £23

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Under £1.00	36	10	16	10	14	6	3	4	8	17	-	19	10	7	2	1
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-%	1%	2%	1%	1%	1%
£1.00 to £1.99	343	165	216	63	89	38	30	24	69	200	13	223	50	71	36	11
	12%	19%	16%	8%	8%	10%	6%	9%	8%	14%	12%	14%	8%	14%	13%	11%
		cde	cde							fgh		i		i		
£2.00 to £2.99	1659	489	756	513	661	242	316	177	541	783	75	936	418	306	142	52
	60%	56%	57%	63%	61%	63%	64%	69%	65%	56%	65%	57%	66%	60%	51%	53%
				ab	a	a	i	i	i				km			
£3.00 to £3.99	358	112	163	112	149	46	71	29	110	185	11	217	81	60	49	11
	13%	13%	12%	14%	14%	12%	14%	11%	13%	13%	9%	13%	13%	12%	18%	11%
£4.00 to £4.99	158	38	63	45	67	29	26	8	39	96	6	105	32	21	12	4
	6%	4%	5%	6%	6%	7%	5%	3%	5%	7%	5%	6%	5%	4%	4%	4%
						a				g						
£5.00 or more	229	64	105	72	98	26	45	15	67	117	11	142	41	45	35	20
	8%	7%	8%	9%	9%	7%	9%	6%	8%	8%	9%	9%	7%	9%	13%	20%
Mean £s per month	2.9	2.7	3.0	2.9	2.9	2.7	3.0	3.2	3.0	2.9	2.9	3.0	2.8	2.9	3.0	3.4
Standard deviation	3.81	3.95	5.24	1.86	1.77	1.42	1.74	7.12	4.19	2.87	1.69	4.23	1.61	4.27	2.11	2.99
Standard error	.07	.14	.15	.06	.05	.07	.08	.44	.14	.08	.15	.11	.06	.19	.13	.31
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 64**

**Q43. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on total landline bills each month is £23.) If the price of your total landline bill - not just the cost of calls - increased by 10%, so an extra (10% OF TOTAL SPEND) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of bills from ALL landline providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
We would switch all calls away from landline to another method	476 17%	214 16%	262 18%	55 22% ghik	120 22% ghik	104 22% ghik	109 21% ghik	43 11% ik	32 9% i	13 5%	224 22% ghik	45 7%	132 17%	137 18%	113 18%	92 15%	52 16%	41 14%
We would switch some but not all calls away from landline to another method	274 10%	132 10%	142 10%	24 10%	56 10% i	56 12% ik	40 8%	50 13% fik	35 10% i	14 5%	111 11% i	49 8%	85 11% q	84 11% q	49 8%	55 9%	39 12% q	16 5%
ANY ACTION	750 27%	346 25%	404 28%	79 31% hik	176 32% ghik	160 34% ghik	149 29% hik	93 24% ik	66 20% i	27 9%	335 33% ghik	94 15% i	217 28% q	221 29% oq	162 26% q	148 24%	91 28% q	57 20%
This would not have any impact on the calls we make using a landline	1603 58%	817 60% b	786 55%	123 48%	289 52%	238 51%	282 56%	228 60% cdej	224 67% cdefgj	220 76% cdefghj	527 52%	444 71% cdefgj	456 58%	414 55%	372 60%	360 58%	187 57%	172 59%
Don't know	432 15%	201 15%	230 16%	51 20% hk	90 16%	69 15%	77 15%	60 16%	44 13%	41 14%	159 16%	85 14%	114 14%	121 16%	84 14%	111 18%	50 15%	61 21% ln

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 64**

**Q43. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on total landline bills each month is £23.) If the price of your total landline bill - not just the cost of calls - increased by 10%, so an extra (10% OF TOTAL SPEND) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of bills from ALL landline providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
We would switch all calls away from landline to another method	476 17%	34 7%	348 21% ac	10 7%	82 18% ac	84 17%	71 18%	76 19%	54 17%	51 21% j	140 15%	408 17% lm	16 12%	19 8%	32 39% klm	422 18%	54 14%
We would switch some but not all calls away from landline to another method	274 10%	42 9%	177 10% c	7 4%	48 10% c	48 10%	42 10%	51 13% j	39 13% j	22 9%	73 8%	239 10% n	9 6%	24 11% n	2 2%	244 10%	30 8%
ANY ACTION	750 27%	77 16%	524 31% ac	17 11%	131 28% ac	132 27%	113 28% j	127 32% j	92 30% j	73 30% j	213 23%	648 28% lm	25 18%	43 19%	34 41% klm	666 28% p	84 21%
This would not have any impact on the calls we make using a landline	1603 58%	342 73% bcd	900 53%	101 65% bd	258 56%	293 60%	231 58%	217 54%	179 58%	127 53%	556 59%	1332 57% n	95 68% kn	143 64% n	33 40%	1352 56%	251 64% o
Don't know	432 15%	48 10%	272 16% a	37 24% abd	74 16% a	64 13%	57 14%	54 14%	37 12%	42 17%	179 19% egh	359 15%	19 14%	37 17%	16 19%	376 16%	55 14%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 64**

**Q43. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on total landline bills each month is £23.) If the price of your total landline bill - not just the cost of calls - increased by 10%, so an extra (10% OF TOTAL SPEND) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of bills from ALL landline providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND-LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
We would switch all calls away from landline to another method	476 17%	448 17%	476 17%	469 18%	434 18%	42 18%	440 18%	296 19%	217 20% ab	41 13% kp	434 18% kop	7 4%	469 18% kop	429 18% kop	39 17% kop	5 7%	2 2%
We would switch some but not all calls away from landline to another method	274 10%	268 10%	274 10%	269 10%	249 10%	32 14%	253 10%	151 10%	120 11%	25 8%	249 10% kp	5 3%	269 10% kp	246 10% kp	23 10% kp	3 5%	1 2%
ANY ACTION	750 27%	716 27%	750 27%	738 28%	684 28%	74 32%	693 28%	447 28%	337 31% abdf	66 21% kp	684 28% ikop	12 8%	738 28% ikop	675 28% ikop	63 28% kop	9 12%	3 4%
This would not have any impact on the calls we make using a landline	1603 58%	1543 58%	1603 58%	1481 56%	1387 56%	120 52%	1400 56%	892 57%	592 55%	216 69% jlm	1387 56%	122 77% jlmn	1481 56%	1340 56%	141 62%	47 66%	75 85% ijlmno
Don't know	432 15%	415 16%	432 15%	406 15%	398 16%	37 16%	402 16%	230 15%	144 13%	33 11%	398 16% in	25 16%	406 15% i	383 16% in	23 10%	15 21% in	10 11%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 64**

**Q43. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on total landline bills each month is £23.) If the price of your total landline bill - not just the cost of calls - increased by 10%, so an extra (10% OF TOTAL SPEND) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of bills from ALL landline providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER							SWITCHING LANDLINE						
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
We would switch all calls away from landline to another method	476 17%	11 10%	423 18% a	134 14% i	148 23% cefhij	11 12% i	50 16% i	106 19% chij	9 10%	* *%	154 14% i	322 19% chij	17 18% i	76 22% np	182 16%	258 18%	217 17%
We would switch some but not all calls away from landline to another method	274 10%	14 13%	231 10%	97 10%	51 8%	10 11%	38 12% l	55 10%	12 13% l	4 10%	119 11%	152 9%	4 4%	37 11%	130 12% p	167 11% p	107 8%
ANY ACTION	750 27%	25 23%	654 28%	230 25% i	199 31% cij	21 23%	88 27% i	161 29% i	22 23%	4 10%	273 25% i	474 29% ij	21 22%	113 33% p	312 28%	425 29% p	324 25%
This would not have any impact on the calls we make using a landline	1603 58%	55 52%	1326 57%	556 60% d	354 54%	50 54%	180 56%	305 55%	63 67% dgk	31 78% cdefgjk	669 60% d	930 56%	60 63%	196 57%	655 58%	851 58%	752 57%
Don't know	432 15%	27 25% b	366 16%	141 15%	98 15%	21 23% h	53 16%	85 15%	9 10%	5 12%	171 15%	255 15%	14 15%	36 11%	157 14%	193 13%	239 18% mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 64**

**Q43. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on total landline bills each month is £23.) If the price of your total landline bill - not just the cost of calls - increased by 10%, so an extra (10% OF TOTAL SPEND) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of bills from ALL landline providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
We would switch all calls away from landline to another method	476 17%	45 6%	177 11% a	142 30% ab	156 25% ab	100 10%	264 13% e	97 27% ef	115 25% ef	104 10%	268 13% i	96 28% ij	113 25% ij	301 22% op	411 21% op	28 9%	30 10%
We would switch some but not all calls away from landline to another method	274 10%	70 10% d	212 13% d	50 10% d	12 2%	113 11% h	236 12% gh	26 7% h	13 3%	119 11% kl	243 12% kl	21 6% l	10 2%	119 9%	215 11%	33 10%	21 7%
ANY ACTION	750 27%	115 16%	389 23% a	192 40% abd	168 27% a	213 21%	500 26% e	122 34% ef	128 27% e	223 21%	511 26% i	116 34% ij	123 28% i	420 31% op	626 31% op	61 19%	51 17%
This would not have any impact on the calls we make using a landline	1603 58%	489 69% bcd	1012 61% c	211 44%	381 60% c	645 64% fg	1156 59% g	161 45% g	286 61% g	701 65% jk	1184 59% k	151 44% k	269 61% k	747 55%	1077 54%	191 60% n	213 70% mno
Don't know	432 15%	104 15%	266 16%	80 17%	85 13%	149 15%	302 15%	73 21% efh	57 12%	161 15%	307 15%	72 21% ijl	52 12%	185 14%	301 15%	65 21% mnp	40 13%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 64**

**Q43. SHOWCARD (SAY IF UNABLE TO ESTIMATE SPEND - Across the UK, the typical spend on total landline bills each month is £23.) If the price of your total landline bill - not just the cost of calls - increased by 10%, so an extra (10% OF TOTAL SPEND) each month, how likely would you be to change the way you make calls from home? When answering, please assume that the price of bills from ALL landline providers would increase by 10%, so there would be no financial benefit in simply switching to another landline provider. Please also assume that mobile, Skype or FaceTime or other forms of communication costs would remain the same. Please note that your answers here will not affect the real life future prices charged for your landline. (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	AGREE	DISAGREE	DISAGREE											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
We would switch all calls away from landline to another method	476 17%	283 32% cde	380 29% cde	27 3%	46 4%	50 13% cd	28 6%	32 12% fh	67 8%	318 23% fghj	11 9%	330 20% l	47 7%	99 19% l	54 20%	19 19%
We would switch some but not all calls away from landline to another method	274 10%	41 5%	122 9% a	61 7% a	105 10% a	47 12% ac	44 9%	29 11%	85 10%	118 8%	19 17% fi	161 10%	61 10%	52 10%	34 12%	10 11%
ANY ACTION	750 27%	323 37% cde	502 38% cde	88 11%	151 14%	97 25% cd	72 15%	61 24% f	152 18%	437 31% fgh	30 26% f	491 30% l	108 17%	151 30% l	88 32%	29 29%
This would not have any impact on the calls we make using a landline	1603 58%	447 51%	645 49%	629 77% abe	787 73% abe	171 44%	339 69% i	158 61% i	547 66% i	759 54%	71 61%	887 54%	444 70% km	272 53%	159 58%	64 64%
Don't know	432 15%	107 12%	173 13%	99 12%	140 13%	118 31% abcd	80 16%	38 15%	134 16%	202 14%	15 13%	265 16% l	80 13%	87 17% l	30 11%	7 7%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	819	368	451	65	148	177	166	131	100	32	325	132	257	240	148	173	95	78
Effective Weighted Sample	654	296	358	57	123	146	138	103	81	27	265	107	192	196	126	141	81	62
Total	750	346	404	79	176	160	149	93	66	27	335	94	217	221	162	148	91	57
Switch to mobile voice calls	552	254	299	59	138	115	114	69	44	13	253	57	155	161	130	106	63	42
	74%	73%	74%	75%	78%	72%	77%	75%	66%	48%	75%	61%	71%	73%	80%	72%	69%	75%
				i	hik	i	ik	ik			ik							
Switch to online calls/ VoIP/ Skype/ FaceTime calls online	193	81	112	36	47	48	37	15	7	3	95	10	70	70	24	29	17	11
	26%	23%	28%	45%	27%	30%	25%	17%	11%	9%	28%	10%	32%	32%	15%	19%	19%	20%
				defghijk	hk	ghik	hk				ghik		nop	nop				
Switch to email	148	71	77	23	34	27	28	18	15	2	62	17	54	55	21	18	11	8
	20%	21%	19%	29%	20%	17%	19%	20%	22%	7%	18%	18%	25%	25%	13%	12%	12%	14%
				i									nop	nop				
Switch to mobile phone texts or instant messaging	248	112	136	33	65	43	50	29	23	5	107	28	66	81	47	55	28	27
	33%	32%	34%	42%	37%	27%	34%	32%	34%	20%	32%	30%	30%	36%	29%	37%	31%	47%
				ei														Inp
Something else	8	4	5	*	2	1	3	1	1	*	3	1	4	2	2	-	-	-
	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	-%	-%	-%
TOTAL SWITCH TO ANY CALL METHOD	603	277	327	67	145	134	122	74	46	15	279	61	175	180	135	111	68	43
	80%	80%	81%	85%	82%	84%	82%	80%	69%	54%	83%	65%	81%	81%	83%	75%	74%	77%
				hik	hik	hik	hik	ik			hik							
TOTAL SWITCH TO ANY NON-CALL METHOD	301	140	161	38	78	55	58	37	29	7	132	35	89	98	54	60	33	27
	40%	41%	40%	49%	44%	34%	39%	40%	43%	24%	39%	38%	41%	44%	33%	40%	36%	48%
				i														

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

		GENDER		AGE									SEG						
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	819	368	451	65	148	177	166	131	100	32	325	132	257	240	148	173	95	78	
Effective Weighted Sample	654	296	358	57	123	146	138	103	81	27	265	107	192	196	126	141	81	62	
Total	750	346	404	79	176	160	149	93	66	27	335	94	217	221	162	148	91	57	
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	640 85%	291 84%	349 87%	69 87% i	158 90% eik	129 81%	131 88% ik	80 86% i	55 83% i	18 65%	288 86% i	73 78%	176 81%	193 87%	143 88%	127 86%	75 82%	52 91%	
Don't know	37 5%	20 6%	17 4%	1 1%	5 3%	9 5%	4 3%	6 6%	5 8%	7 25% cdefghj	14 4%	12 13% cdefj	10 5%	5 2%	10 6%	11 8% m	8 8% m	4 6%	
SINGLE ALTERNATIVE METHOD	463 62%	212 61%	251 62%	43 55%	107 61%	98 62%	93 62%	58 63%	45 68%	19 68%	205 61%	63 68%	124 57%	136 61%	109 67%	93 63%	61 67%	32 56%	
MULTIPLE ALTERNATIVE METHODS	250 33%	114 33%	136 34%	35 44% hik	64 36% ik	52 33% ik	52 35% ik	29 31% i	16 25%	2 7%	116 35% ik	18 19%	83 38% np	80 36%	43 26%	44 29%	22 24%	21 38%	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																			

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	819	103	542	29	144	150	128	139	109	89	204	706	51	33	29	703	116
Effective Weighted Sample	654	84	434	24	120	121	98	110	82	65	179	568	45	29	26	571	84
Total	750	77	524	17	131	132	113	127	92	73	213	648	25	43	34	666	84
Switch to mobile voice calls	552 74%	45 59%	400 76% a	11 66%	95 72%	94 71%	83 74%	81 64%	71 77%	60 82% g	163 76% g	473 73%	19 75%	28 65%	33 95%	488 73%	64 77%
Switch to online calls/ VoIP/ Skype/ FaceTime calls online	193 26%	6 8%	158 30% ad	3 20%	25 19% a	27 21%	28 25%	47 37% ej	27 29% j	26 36% ej	38 18%	175 27% lm	3 11%	3 6%	13 37%	171 26%	23 27%
Switch to email	148 20%	14 19%	115 22% d	2 14%	16 12%	19 14%	19 17%	41 33% efj	23 25% j	18 25% j	28 13%	136 21%	4 17%	7 15%	2 5%	131 20%	17 20%
Switch to mobile phone texts or instant messaging	248 33%	23 31%	170 32%	5 28%	50 38%	46 34%	37 32%	54 42% j	34 36%	23 31%	56 26%	214 33% l	4 17%	13 31%	17 49%	220 33%	29 34%
Something else	8 1%	1 2%	7 1%	- -%	- -%	2 1%	2 1%	- -%	2 2%	1 1%	2 1%	7 1%	- -%	2 4%	- -%	8 1%	1 1%
TOTAL SWITCH TO ANY CALL METHOD	603 80%	49 64%	442 84% ad	12 71%	99 76%	100 76%	89 79%	99 78%	80 87% e	66 91% efgj	169 79%	522 81% m	20 81%	28 66%	33 95%	531 80%	72 86%
TOTAL SWITCH TO ANY NON-CALL METHOD	301 40%	31 40%	211 40%	5 28%	55 42%	53 40%	44 39%	68 54% efj	41 45% j	29 40%	65 31%	262 41%	7 27%	14 34%	18 52%	268 40%	33 40%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	819	103	542	29	144	150	128	139	109	89	204	706	51	33	29	703	116
Effective Weighted Sample	654	84	434	24	120	121	98	110	82	65	179	568	45	29	26	571	84
Total	750	77	524	17	131	132	113	127	92	73	213	648	25	43	34	666	84
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	640 85%	60 78%	453 86% a	13 78%	113 87%	113 85%	97 86%	103 81%	79 86%	66 90%	183 86%	554 86%	21 83%	32 76%	33 97%	568 85%	72 86%
Don't know	37 5%	9 12% b	16 3%	3 16%	9 7%	10 7% gh	5 5%	2 1%	* 1%	1 2%	18 9% ghi	28 4%	1 4%	7 17% k	- -%	33 5%	4 4%
SINGLE ALTERNATIVE METHOD	463 62%	53 69%	316 60%	10 61%	83 63%	84 64%	73 65%	72 57%	54 59%	40 55%	140 66%	402 62%	21 82% km	24 56%	17 49%	413 62%	50 60%
MULTIPLE ALTERNATIVE METHODS	250 33%	14 19%	192 37% a	4 23%	40 30%	38 29%	34 31%	53 42% ej	38 41% j	32 44% ej	55 26%	218 34% l	4 14%	11 26%	18 51%	220 33%	30 36%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	819	788	819	803	771	75	778	493	365	48	771	16	803	758	45	13	3
Effective Weighted Sample	654	628	654	642	614	61	620	395	290	45	614	12	642	605	42	9	3
Total	750	716	750	738	684	74	693	447	337	66	684	12	738	675	63	9	3
Switch to mobile voice calls	552 74%	529 74%	552 74%	546 74%	512 75%	51 69%	516 74%	342 76%	266 79%	40 61%	512 75% i	7 57%	546 74%	507 75% i	39 62%	5 63%	1 41%
Switch to online calls/ VoIP/ Skype/ FaceTime calls online	193 26%	178 25%	193 26%	193 26%	184 27%	13 18%	186 27%	118 26%	130 38% abcdefg	9 14%	184 27%	1 5%	193 26%	183 27%	9 15%	1 7%	- -%
Switch to email	148 20%	133 19%	148 20%	146 20%	141 21%	15 21%	141 20%	90 20%	93 28% abcdfg	7 11%	141 21%	2 17%	146 20%	140 21%	6 10%	1 12%	1 31%
Switch to mobile phone texts or instant messaging	248 33%	234 33%	248 33%	246 33%	232 34%	19 26%	235 34%	152 34%	123 37%	16 24%	232 34%	2 17%	246 33%	231 34%	15 24%	1 13%	1 28%
Something else	8 1%	8 1%	8 1%	8 1%	8 1%	1 1%	8 1%	1 *%	3 1%	- -%	8 1%	- -%	8 1%	8 1%	- -%	- -%	- -%
TOTAL SWITCH TO ANY CALL METHOD	603 80%	576 80%	603 80%	596 81%	560 82%	58 79%	565 82%	374 84%	295 87% abcdf	43 65%	560 82% in	7 61%	596 81% in	554 82% in	42 67%	6 69%	1 41%
TOTAL SWITCH TO ANY NON-CALL METHOD	301 40%	284 40%	301 40%	297 40%	279 41%	26 36%	282 41%	184 41%	150 44%	22 33%	279 41%	4 34%	297 40%	277 41%	20 32%	2 25%	2 59%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	*k	l	m	n	*o	*p
Unweighted total	819	788	819	803	771	75	778	493	365	48	771	16	803	758	45	13	3
Effective Weighted Sample	654	628	654	642	614	61	620	395	290	45	614	12	642	605	42	9	3
Total	750	716	750	738	684	74	693	447	337	66	684	12	738	675	63	9	3
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	640	613	640	632	594	62	601	385	293	46	594	9	632	588	44	6	2
	85%	86%	85%	86%	87%	84%	87%	86%	87%	70%	87% in	72%	86% in	87% in	70%	74%	69%
Don't know	37	35	37	36	24	4	25	18	9	13	24	1	36	23	13	1	-
	5%	5%	5%	5%	3%	5%	4%	4%	3%	20% jlm	3%	9%	5%	3%	21% jlm	12%	-%
SINGLE ALTERNATIVE METHOD	463	446	463	453	423	50	430	272	176	40	423	10	453	416	36	7	3
	62%	62% h	62% h	61% h	62% h	67% h	62% h	61% h	52%	60%	62%	86%	61%	62%	58%	81%	100%
MULTIPLE ALTERNATIVE METHODS	250	236	250	249	237	20	238	157	152	13	237	1	249	236	13	1	-
	33%	33%	33%	34%	35%	27%	34%	35%	45% abcdefg	20%	35% i	5%	34%	35% i	21%	7%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	Total	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER							SWITCHING LANDLINE						
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	f	g	*h	*i	j	k	*l	m	n	o	p
Unweighted total	819	93	674	288	190	22	98	161	28	7	338	479	22	105	363	468	351
Effective Weighted Sample	654	79	572	208	163	19	80	139	21	5	248	404	17	92	282	373	281
Total	750	25	654	230	199	21	88	161	22	4	273	474	21	113	312	425	324
Switch to mobile voice calls	552	18	492	168	163	17	59	113	14	2	199	352	14	77	227	305	248
	74%	71%	75%	73%	82% fgj	81%	66%	70%	65%	54%	73%	74%	66%	69%	73%	72%	76%
Switch to online calls/ VoIP/ Skype/ FaceTime calls online	193	5	179	48	60	5	19	43	7	3	60	133	9	31	79	109	84
	26%	19%	27%	21%	30% c	25%	21%	27%	31%	75%	22%	28% c	42%	27%	25%	26%	26%
Switch to email	148	8	133	46	38	5	17	33	8	-	59	89	1	21	64	85	63
	20%	32% b	20%	20%	19%	26%	19%	21%	36%	-%	22%	19%	6%	19%	20%	20%	20%
Switch to mobile phone texts or instant messaging	248	8	222	68	70	5	34	57	9	1	81	166	3	38	99	137	111
	33%	31%	34%	30%	35%	22%	39%	36%	39%	21%	30%	35%	16%	33%	32%	32%	34%
Something else	8	1	8	6	-	-	1	1	-	-	6	2	-	2	3	5	4
	1%	3%	1%	3% dk	-%	-%	1%	1%	-%	-%	2% k	*%	-%	1%	1%	1%	1%
TOTAL SWITCH TO ANY CALL METHOD	603	19	538	178	174	18	64	127	16	4	212	390	20	91	248	339	264
	80%	77%	82%	77%	87% cfj	85%	73%	79%	72%	95%	78%	82% f	96%	80%	79%	80%	82%
TOTAL SWITCH TO ANY NON-CALL METHOD	301	11	265	83	81	8	44	68	12	1	103	197	3	43	124	168	134
	40%	46%	41%	36%	41%	40%	50% c	42%	53%	21%	38%	42%	16%	39%	40%	39%	41%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	f	g	*h	*i	j	k	*l	m	n	o	p
Unweighted total	819	93	674	288	190	22	98	161	28	7	338	479	22	105	363	468	351
Effective Weighted Sample	654	79	572	208	163	19	80	139	21	5	248	404	17	92	282	373	281
Total	750	25	654	230	199	21	88	161	22	4	273	474	21	113	312	425	324
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	640 85%	21 84%	569 87%	190 82%	183 92% cj	18 87%	74 84%	136 85%	19 87%	3 75%	227 83%	412 87%	15 71%	97 86%	261 84%	358 84%	282 87%
Don't know	37 5%	* 2%	22 3%	21 9% dk	4 2%	1 3%	4 5%	6 4%	* 1%	- -%	22 8% dk	14 3%	- -%	2 1%	18 6%	19 5%	17 5%
SINGLE ALTERNATIVE METHOD	463 62%	16 66%	404 62%	140 61%	122 61%	11 55%	53 60%	104 64%	12 56%	2 50%	164 60%	299 63%	17 82%	77 68%	192 61%	268 63%	195 60%
MULTIPLE ALTERNATIVE METHODS	250 33%	8 32%	227 35%	69 30%	74 37%	9 42%	31 35%	51 32%	9 43%	2 50%	87 32%	161 34%	4 18%	35 31%	103 33%	138 32%	112 35%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	819	146	457	210	152	254	581	128	110	271	594	119	106	412	671	84	48
Effective Weighted Sample	654	111	359	165	132	199	456	103	98	210	466	97	94	349	539	65	41
Total	750	115	389	192	168	213	500	122	128	223	511	116	123	420	626	61	51
Switch to mobile voice calls	552	65	247	156	149	138	339	100	114	145	344	98	110	350	477	35	34
	74%	56%	63%	81%	89%	65%	68%	82%	89%	65%	67%	84%	90%	83%	76%	58%	65%
				ab	ab			ef	ef			ij	ij	nop	o		
Switch to online calls/ VoIP/ Skype/ FaceTime calls online	193	26	82	55	56	44	104	42	46	46	110	39	45	118	169	7	17
	26%	23%	21%	29%	33%	21%	21%	35%	36%	21%	22%	33%	37%	28%	27%	12%	32%
				b	b			ef	ef			ij	ij	o	o		o
Switch to email	148	28	74	41	33	45	97	20	31	48	100	19	30	87	131	7	7
	20%	24%	19%	21%	20%	21%	19%	16%	24%	21%	20%	16%	24%	21%	21%	12%	14%
Switch to mobile phone texts or instant messaging	248	31	124	61	63	68	162	38	47	71	163	38	47	141	216	15	15
	33%	27%	32%	32%	37%	32%	32%	31%	37%	32%	32%	32%	39%	34%	35%	25%	28%
Something else	8	2	8	-	-	2	8	-	-	2	8	-	-	3	8	-	-
	1%	2%	2%	-%	-%	1%	2%	-%	-%	1%	2%	-%	-%	1%	1%	-%	-%
TOTAL SWITCH TO ANY CALL METHOD	603	77	283	166	153	153	377	107	119	161	387	102	114	364	517	38	41
	80%	67%	73%	87%	91%	72%	75%	88%	93%	72%	76%	88%	93%	87%	83%	63%	80%
				ab	ab			ef	ef			ij	ij	o	o		
TOTAL SWITCH TO ANY NON-CALL METHOD	301	42	154	75	72	84	201	45	55	88	204	43	54	169	259	19	18
	40%	36%	40%	39%	43%	40%	40%	37%	43%	40%	40%	37%	44%	40%	41%	32%	36%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	819	146	457	210	152	254	581	128	110	271	594	119	106	412	671	84	48
Effective Weighted Sample	654	111	359	165	132	199	456	103	98	210	466	97	94	349	539	65	41
Total	750	115	389	192	168	213	500	122	128	223	511	116	123	420	626	61	51
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	640	81	305	175	160	168	408	112	120	176	414	110	116	387	544	47	40
	85%	70%	78%	91%	95%	79%	82%	92%	94%	79%	81%	95%	95%	92%	87%	78%	78%
				ab	ab			ef	ef			ij	ij	nop	o		
Don't know	37	16	29	4	3	23	33	2	2	23	33	2	2	9	25	9	2
	5%	14%	8%	2%	2%	11%	7%	1%	2%	10%	7%	1%	2%	2%	4%	15%	4%
		bcd	cd			gh	g			kl	k					mn	
SINGLE ALTERNATIVE METHOD	463	68	255	118	90	128	320	76	67	134	328	72	63	253	379	41	33
	62%	59%	65%	61%	53%	60%	64%	62%	52%	60%	64%	62%	51%	60%	60%	68%	64%
			d				h				l						
MULTIPLE ALTERNATIVE METHODS	250	32	105	70	75	62	147	44	59	65	150	43	57	158	223	11	16
	33%	27%	27%	36%	45%	29%	29%	36%	46%	29%	29%	37%	47%	38%	36%	17%	32%
				b	ab				ef				ij	o	o		

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

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**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	819	323	539	100	171	109	90	62	176	428	32	489	159	170	94	28
Effective Weighted Sample	654	270	431	82	136	86	72	51	140	360	25	398	131	138	76	24
Total	750	323	502	88	151	97	72	61	152	437	30	491	108	151	88	29
Switch to mobile voice calls	552	286	406	50	90	56	39	33	87	363	13	373	71	108	58	23
	74%	88%	81%	57%	60%	58%	53%	55%	57%	83%	45%	76%	66%	72%	66%	80%
		bcde	cde							fghj		l				
Switch to online calls/ VoIP/ Skype/ FaceTime calls online	193	96	154	12	21	19	10	9	22	129	8	144	13	36	29	12
	26%	30%	31%	14%	14%	19%	13%	15%	14%	30%	27%	29%	12%	24%	33%	41%
		cd	cde							fgh		l		l		
Switch to email	148	66	106	16	24	19	11	8	23	88	5	94	20	34	22	10
	20%	20%	21%	18%	16%	19%	15%	13%	15%	20%	17%	19%	19%	22%	25%	33%
Switch to mobile phone texts or instant messaging	248	100	158	28	55	36	20	18	43	147	12	161	35	52	23	10
	33%	31%	31%	31%	36%	37%	28%	29%	28%	34%	39%	33%	32%	35%	27%	33%
Something else	8	2	6	2	2	-	2	-	2	4	1	6	2	*	1	-
	1%	1%	1%	2%	1%	-%	3%	-%	2%	1%	2%	1%	2%	-%	1%	-%
TOTAL SWITCH TO ANY CALL METHOD	603	294	441	56	101	61	44	38	97	383	20	412	77	114	69	26
	80%	91%	88%	64%	67%	63%	60%	63%	64%	88%	67%	84%	71%	76%	79%	88%
		cde	cde							fghj		lm				
TOTAL SWITCH TO ANY NON-CALL METHOD	301	119	192	33	65	44	27	23	56	175	13	198	42	61	35	12
	40%	37%	38%	37%	43%	46%	37%	39%	37%	40%	42%	40%	39%	41%	40%	42%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

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**Table 65**

**Q44. SHOWCARD** Which of these would you use instead to make calls if the price of total landline bills and not just calls increased by 10%, so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
			AGREE	DISAGREE												
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	819	323	539	100	171	109	90	62	176	428	32	489	159	170	94	28
Effective Weighted Sample	654	270	431	82	136	86	72	51	140	360	25	398	131	138	76	24
Total	750	323	502	88	151	97	72	61	152	437	30	491	108	151	88	29
TOTAL SWITCH TO ANY MOBILE - CALLS, TEXTS OR INSTANT MESSAGING	640	304	447	64	118	75	51	42	110	403	20	422	90	129	68	25
	85%	94% bcde	89% cde	73%	78%	78%	71%	70%	72%	92% fghj	68%	86%	83%	86%	77%	87%
Don't know	37	1	9	15	18	10	9	10	20	7	2	14	9	14	5	2
	5%	*%	2%	17% ab	12% ab	10% ab	13% i	16% i	13% i	2% i	8% i	3%	8% k	9% k	6%	5%
SINGLE ALTERNATIVE METHOD	463	204	313	52	93	57	51	38	102	264	21	300	75	88	53	16
	62%	63%	62%	59%	62%	59%	71%	62%	67%	61%	71%	61%	70% m	58%	61%	54%
MULTIPLE ALTERNATIVE METHODS	250	118	180	21	40	30	12	13	30	166	6	177	24	49	29	12
	33%	36% cd	36% cd	24%	26%	31%	17%	22%	20%	38% fgh	21%	36% l	22%	32%	34%	41%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 66**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	819	368	451	65	148	177	166	131	100	32	325	132	257	240	148	173	95	78
Effective Weighted Sample	654	296	358	57	123	146	138	103	81	27	265	107	192	196	126	141	81	62
Total	750	346	404	79	176	160	149	93	66	27	335	94	217	221	162	148	91	57
Yes, would give up landline and just use other methods	378	162	216	57	97	82	81	26	23	11	179	34	95	121	81	80	46	34
	50%	47%	54%	72%	55%	51%	54%	28%	35%	41%	53%	37%	44%	55%	50%	54%	51%	60%
				defghijk	ghk	ghk	ghk				ghk			l				l
No, would keep landline	316	156	161	19	67	64	55	59	36	16	131	52	104	90	65	57	40	17
	42%	45%	40%	24%	38%	40%	37%	64%	54%	59%	39%	55%	48%	41%	40%	38%	44%	29%
						c		cdefj	cdefj	cfj	c	cdefj	q					
Don't know	55	29	27	3	11	14	13	8	7	-	25	7	18	10	16	11	5	6
	7%	8%	7%	3%	6%	8%	9%	8%	11%	-%	7%	8%	8%	5%	10%	8%	5%	11%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 66**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	*c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	819	103	542	29	144	150	128	139	109	89	204	706	51	33	29	703	116
Effective Weighted Sample	654	84	434	24	120	121	98	110	82	65	179	568	45	29	26	571	84
Total	750	77	524	17	131	132	113	127	92	73	213	648	25	43	34	666	84
Yes, would give up landline and just use other methods	378 50%	29 38%	268 51%	5 32%	74 57%	77 58%	47 42%	69 54%	38 41%	31 42%	116 55%	324 50%	13 53%	13 31%	28 81%	346 52%	32 38%
		a	a		a	fhi					fh	m				p	
No, would keep landline	316 42%	41 54%	218 42%	10 61%	46 35%	46 35%	50 45%	50 40%	48 52%	38 52%	84 39%	279 43%	9 38%	25 59%	3 8%	268 40%	48 58%
		bd							e	e						o	
Don't know	55 7%	6 8%	38 7%	1 7%	10 8%	8 6%	15 14%	8 6%	6 7%	4 6%	13 6%	45 7%	2 9%	4 10%	4 11%	52 8%	3 4%
							j										

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 66**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB *k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB *o	LL & NO FBB & NO MOB *p
Significance Level: 95%																	
Unweighted total	819	788	819	803	771	75	778	493	365	48	771	16	803	758	45	13	3
Effective Weighted Sample	654	628	654	642	614	61	620	395	290	45	614	12	642	605	42	9	3
Total	750	716	750	738	684	74	693	447	337	66	684	12	738	675	63	9	3
Yes, would give up landline and just use other methods	378 50%	357 50%	378 50%	372 50%	345 50%	46 62%	355 51%	231 52%	173 51%	33 50%	345 50%	6 52%	372 50%	340 50%	32 51%	5 61%	1 28%
No, would keep landline	316 42%	306 43%	316 42%	312 42%	290 42%	24 33%	290 42%	183 41%	142 42%	27 41%	290 42%	5 40%	312 42%	287 43%	24 39%	2 27%	2 72%
Don't know	55 7%	53 7%	55 7%	54 7%	49 7%	4 5%	49 7%	33 7%	22 6%	6 10%	49 7%	1 9%	54 7%	48 7%	6 10%	1 12%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 66**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	PROVIDERS FOR LANDLINE AND FIXED BB						LANDLINE PROVIDER					SWITCHING LANDLINE					
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE *e	TALK TALK f	VIRGIN MEDIA g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER *l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	819	93	674	288	190	22	98	161	28	7	338	479	22	105	363	468	351
Effective Weighted Sample	654	79	572	208	163	19	80	139	21	5	248	404	17	92	282	373	281
Total	750	25	654	230	199	21	88	161	22	4	273	474	21	113	312	425	324
Yes, would give up landline and just use other methods	378 50%	10 40%	334 51%	101 44%	112 56% cj	11 54%	39 44%	91 56% cj	8 38%	- -%	121 44%	257 54% cj	15 69%	63 56%	149 48%	212 50%	166 51%
No, would keep landline	316 42%	13 53%	274 42%	109 47% dk	73 37%	8 41%	43 48%	61 38%	13 60%	3 84%	130 48% dk	185 39%	5 24%	43 38%	144 46%	187 44%	129 40%
Don't know	55 7%	2 7%	46 7%	20 9%	14 7%	1 5%	6 7%	10 6%	* 2%	1 16%	22 8%	32 7%	1 7%	6 6%	20 6%	26 6%	29 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 66**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	819	146	457	210	152	254	581	128	110	271	594	119	106	412	671	84	48
Effective Weighted Sample	654	111	359	165	132	199	456	103	98	210	466	97	94	349	539	65	41
Total	750	115	389	192	168	213	500	122	128	223	511	116	123	420	626	61	51
Yes, would give up landline and just use other methods	378	38	147	106	125	77	208	77	93	80	213	76	90	235	321	20	31
	50%	33%	38%	55%	74%	36%	42%	63%	73%	36%	42%	65%	73%	56%	51%	34%	60%
				ab	abc			ef	ef			ij	ij	o	o		o
No, would keep landline	316	67	211	76	29	118	252	42	22	123	257	39	20	155	258	35	18
	42%	58%	54%	40%	18%	55%	50%	35%	17%	55%	50%	33%	17%	37%	41%	58%	36%
		cd	cd	d		gh	gh	h		kl	kl	l			mn	p	
Don't know	55	10	31	10	14	19	40	3	13	20	41	2	13	30	47	5	2
	7%	9%	8%	5%	8%	9%	8%	3%	10%	9%	8%	2%	10%	7%	8%	8%	5%
						g			g	k	k		k				

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 66**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those saying they would switch any calls given a 10% increase in the price of total landline bills

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	TOTAL	DISAGREE	DISAGREE											
		a	b	c	d											
Significance Level: 95%																
Unweighted total	819	323	539	100	171	109	90	62	176	428	32	489	159	170	94	28
Effective Weighted Sample	654	270	431	82	136	86	72	51	140	360	25	398	131	138	76	24
Total	750	323	502	88	151	97	72	61	152	437	30	491	108	151	88	29
Yes, would give up landline and just use other methods	378	218	297	15	38	42	27	26	61	241	16	255	38	84	43	16
	50%	67%	59%	17%	25%	44%	37%	43%	40%	55%	54%	52%	35%	56%	49%	56%
		bcd	cde			cd				fh		l		l		
No, would keep landline	316	85	168	70	106	42	40	30	79	166	12	197	63	56	42	11
	42%	26%	34%	79%	70%	44%	55%	49%	52%	38%	40%	40%	59%	37%	48%	37%
		a	abe	abe	a	i			i			km				
Don't know	55	20	36	3	7	12	6	5	12	30	2	39	7	10	3	2
	7%	6%	7%	4%	5%	12%	8%	8%	8%	7%	5%	8%	6%	7%	3%	7%
						cd										

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 67**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Yes, would give up landline and just use other methods	378 14%	162 12%	216 15% a	57 23% ghik	97 18% ghik	82 18% ghik	81 16% ghik	26 7%	23 7%	11 4%	179 18% ghik	34 6%	95 12%	121 16% l	81 13%	80 13%	46 14%	34 12%
No, would keep landline	316 11%	156 11%	161 11%	19 8%	67 12% i	64 14% cik	55 11% i	59 16% cik	36 11% i	16 6%	131 13% ik	52 8%	104 13% oq	90 12% q	65 11% q	57 9%	40 12% q	17 6%
Don't know	55 2%	29 2%	27 2%	3 1%	11 2% i	14 3% i	13 3% i	8 2% i	7 2% i	- -%	25 2% i	7 1%	18 2%	10 1%	16 3%	11 2%	5 2%	6 2%
10% INCREASE ON PRICE OF TOTAL BILLS WOULD NOT HAVE ANY IMPACT (FROM Q43)	1603 58%	817 60% b	786 55%	123 48%	289 52%	238 51%	282 56%	228 60% cdej	224 67% cdefgj	220 76% cdefghj	527 52%	444 71% cdefgj	456 58%	414 55%	372 60%	360 58%	187 57%	172 59%
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF TOTAL BILLS (FROM Q43)	432 15%	201 15%	230 16%	51 20% hk	90 16%	69 15%	77 15%	60 16%	44 13%	41 14%	159 16%	85 14%	114 14%	121 16%	84 14%	111 18%	50 15%	61 21% ln

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 67**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Yes, would give up landline and just use other methods	378 14%	29 6%	268 16% ac	5 4%	74 16% ac	77 16%	47 12%	69 17% fj	38 12%	31 13%	116 12%	324 14% m	13 10%	13 6%	28 33% klm	346 14% p	32 8%
No, would keep landline	316 11%	41 9%	218 13% ac	10 7%	46 10%	46 10%	50 13%	50 13%	48 16% ej	38 16% ej	84 9%	279 12% ln	9 7%	25 11%	3 3%	268 11%	48 12%
Don't know	55 2%	6 1%	38 2%	1 1%	10 2%	8 2%	15 4% j	8 2%	6 2%	4 2%	13 1%	45 2%	2 2%	4 2%	4 5%	52 2%	3 1%
10% INCREASE ON PRICE OF TOTAL BILLS WOULD NOT HAVE ANY IMPACT (FROM Q43)	1603 58%	342 73% bcd	900 53%	101 65% bd	258 56%	293 60%	231 58%	217 54%	179 58%	127 53%	556 59%	1332 57% n	95 68% kn	143 64% n	33 40%	1352 56%	251 64% o
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF TOTAL BILLS (FROM Q43)	432 15%	48 10%	272 16% a	37 24% abd	74 16% a	64 13%	57 14%	54 14%	37 12%	42 17%	179 19% egh	359 15%	19 14%	37 17%	16 19%	376 16%	55 14%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 67**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Yes, would give up landline and just use other methods	378 14%	357 13%	378 14%	372 14%	345 14%	46 20% abcdf	355 14%	231 15%	173 16% a	33 10% kp	345 14% kp	6 4% kp	372 14% kp	340 14% kp	32 14% kp	5 7% kp	1 1% kp
No, would keep landline	316 11%	306 11%	316 11%	312 12%	290 12%	24 10%	290 12%	183 12%	142 13%	27 9% k	290 12% kop	5 3% kop	312 12% kop	287 12% kop	24 11% kp	2 3% kp	2 3% kp
Don't know	55 2%	53 2%	55 2%	54 2%	49 2%	4 2%	49 2%	33 2%	22 2%	6 2%	49 2%	1 1%	54 2%	48 2%	6 3%	1 2%	- -%
10% INCREASE ON PRICE OF TOTAL BILLS WOULD NOT HAVE ANY IMPACT (FROM Q43)	1603 58%	1543 58%	1603 58%	1481 56%	1387 56%	120 52%	1400 56%	892 57%	592 55%	216 69% jlm	1387 56%	122 77% jlmn	1481 56%	1340 56%	141 62%	47 66%	75 85% ijlmno
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF TOTAL BILLS (FROM Q43)	432 15%	415 16%	432 15%	406 15%	398 16%	37 16%	402 16%	230 15%	144 13%	33 11%	398 16% in	25 16%	406 15% i	383 16% in	23 10%	15 21% in	10 11%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 67**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Yes, would give up landline and just use other methods	378 14%	10 9%	334 14% a	101 11% i	112 17% cij	11 12% i	39 12% i	91 16% cij	8 9%	- -%	121 11% i	257 16% cij	15 15% i	63 18% np	149 13%	212 14%	166 13%
No, would keep landline	316 11%	13 12%	274 12%	109 12%	73 11%	8 9%	43 13%	61 11%	13 14%	3 8%	130 12%	185 11%	5 5%	43 12%	144 13% p	187 13% p	129 10%
Don't know	55 2%	2 2%	46 2%	20 2%	14 2%	1 1%	6 2%	10 2%	* *%	1 2%	22 2%	32 2%	1 2%	6 2%	20 2%	26 2%	29 2%
10% INCREASE ON PRICE OF TOTAL BILLS WOULD NOT HAVE ANY IMPACT (FROM Q43)	1603 58%	55 52%	1326 57%	556 60% d	354 54%	50 54%	180 56%	305 55%	63 67% dgk	31 78% cdefgjk	669 60% d	930 56%	60 63%	196 57%	655 58%	851 58%	752 57%
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF TOTAL BILLS (FROM Q43)	432 15%	27 25% b	366 16%	141 15%	98 15%	21 23% h	53 16%	85 15%	9 10%	5 12%	171 15%	255 15%	14 15%	36 11%	157 14%	193 13%	239 18% mno

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 67**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Yes, would give up landline and just use other methods	378	38	147	106	125	77	208	77	93	80	213	76	90	235	321	20	31
	14%	5%	9%	22%	20%	8%	11%	22%	20%	7%	11%	22%	20%	17%	16%	6%	10%
			a	ab	ab		e	ef	ef		i	ij	ij	op	op		
No, would keep landline	316	67	211	76	29	118	252	42	22	123	257	39	20	155	258	35	18
	11%	9%	13%	16%	5%	12%	13%	12%	5%	11%	13%	11%	5%	11%	13%	11%	6%
		d	ad	ad		h	h	h		l	l	l		p	p	p	
Don't know	55	10	31	10	14	19	40	3	13	20	41	2	13	30	47	5	2
	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	3%	2%	2%	2%	1%
													k				
10% INCREASE ON PRICE OF TOTAL BILLS WOULD NOT HAVE ANY IMPACT (FROM Q43)	1603	489	1012	211	381	645	1156	161	286	701	1184	151	269	747	1077	191	213
	58%	69%	61%	44%	60%	64%	59%	45%	61%	65%	59%	44%	61%	55%	54%	60%	70%
		bcd	c		c	fg	g		g	jk	k		k			n	mno
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF TOTAL BILLS (FROM Q43)	432	104	266	80	85	149	302	73	57	161	307	72	52	185	301	65	40
	15%	15%	16%	17%	13%	15%	15%	21%	12%	15%	15%	21%	12%	14%	15%	21%	13%
								efh				ijl				mnp	

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 67**

**Q45. Would you rely on that other method/ those other methods and give up your landline if the price of total bills increased by 10% - even if it meant that you couldn't have a fixed broadband service at home unless this was from Virgin's cable network? (SINGLE CODE)**

Base : Those with a landline phone (or pay line rental for their fixed broadband service)

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Yes, would give up landline and just use other methods	378 14%	218 25% cde	297 23% cde	15 2%	38 4% c	42 11% cd	27 5%	26 10% f	61 7%	241 17% fgh	16 14% fh	255 16% l	38 6%	84 17% l	43 16%	16 16%
No, would keep landline	316 11%	85 10%	168 13% cd	70 9%	106 10%	42 11%	40 8%	30 12%	79 9%	166 12% f	12 11%	197 12%	63 10%	56 11%	42 15%	11 11%
Don't know	55 2%	20 2% cd	36 3% cd	3 *%	7 1%	12 3% cd	6 1%	5 2%	12 1%	30 2%	2 1%	39 2% l	7 1%	10 2%	3 1%	2 2%
10% INCREASE ON PRICE OF TOTAL BILLS WOULD NOT HAVE ANY IMPACT (FROM Q43)	1603 58%	447 51%	645 49%	629 77% abe	787 73% abe	171 44%	339 69% i	158 61% i	547 66% i	759 54%	71 61%	887 54%	444 70% km	272 53%	159 58%	64 64%
DON'T KNOW ABOUT IMPACT OF 10% INCREASE ON PRICE OF TOTAL BILLS (FROM Q43)	432 15%	107 12%	173 13%	99 12%	140 13%	118 31% abcd	80 16%	38 15%	134 16%	202 14%	15 13%	265 16% l	80 13%	87 17% l	30 11%	7 7%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1564	788	776	95	208	226	265	262	271	237	434	508	437	417	334	375	189	186
Effective Weighted Sample	1328	670	658	86	187	201	227	219	234	209	382	442	358	354	291	329	166	163
Total	1603	817	786	123	289	238	282	228	224	220	527	444	456	414	372	360	187	172
Too much hassle to change	364 23%	177 22%	187 24%	18 15%	56 19%	54 23%	55 19%	53 23%	64 29% cdfj	64 29% cdfj	110 21%	128 29% cdfj	89 20%	102 25% p	100 27% lop	72 20%	30 16%	43 25% p
I need a landline in order to get broadband	353 22%	193 24%	160 20%	54 44% efghijk	93 32% fghik	70 29% ghik	60 21% hik	35 15% ik	28 12% i	13 6%	163 31% fghik	41 9%	105 23%	86 21%	68 18%	93 26% n	52 28% n	41 24%
Don't use the landline much anyway	258 16%	133 16%	125 16%	27 22% ghik	81 28% fghik	53 22% fghik	40 14% hik	26 11%	16 7%	15 7%	134 25% fghik	31 7%	89 20% m	54 13%	64 17%	50 14%	24 13%	27 15%
Reliability of the connection	253 16%	110 13%	143 18% a	9 7%	22 8%	45 19% cd	55 19% cdj	48 21% cdj	37 17% cd	37 17% cd	67 13%	74 17% cd	80 17%	63 15%	60 16%	50 14%	25 13%	25 15%
10% is not a large increase/ still affordable	249 16%	132 16%	117 15%	14 11%	39 13%	31 13%	55 19% j	35 15%	35 15%	40 18%	70 13%	75 17%	79 17%	66 16%	52 14%	51 14%	28 15%	23 13%
Habit/ always used landline	197 12%	96 12%	101 13%	4 3%	13 5%	12 5%	18 7%	37 16% cdefj	53 24% cdefgj	60 27% cdefgj	25 5%	113 26% cdefgj	48 11%	65 16% l	41 11%	42 12%	20 10%	23 13%
I prefer to make calls from my landline	193 12%	92 11%	101 13%	7 6%	12 4%	20 8%	30 11% dj	31 14% dj	40 18% cdefj	53 24% cdefgj	32 6%	93 21% cdefgj	56 12%	50 12%	53 14%	34 9%	18 9%	16 9%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	1564	788	776	95	208	226	265	262	271	237	434	508	437	417	334	375	189	186
Effective Weighted Sample	1328	670	658	86	187	201	227	219	234	209	382	442	358	354	291	329	166	163
Total	1603	817	786	123	289	238	282	228	224	220	527	444	456	414	372	360	187	172
Have landline in a bundled package and don't want to switch/ lose other services	86	43	42	3	14	17	22	9	9	12	31	21	23	21	22	19	13	7
	5%	5%	5%	2%	5%	7%	8%	4%	4%	5%	6%	5%	5%	5%	6%	5%	7%	4%
Alternatives are too expensive	83	39	43	5	6	9	21	16	13	13	14	26	22	26	17	18	8	10
	5%	5%	6%	4%	2%	4%	8% dj	7% dj	6%	6%	3%	6% dj	5%	6%	5%	5%	4%	6%
Quality of customer service	69	33	36	2	4	15	17	10	14	5	20	19	16	23	18	12	7	5
	4%	4%	5%	2%	2%	6% di	6% d	4%	6% di	2%	4%	4%	3%	5%	5%	3%	4%	3%
Don't have/ use a mobile	60	26	33	4	11	1	10	4	6	23	13	30	11	15	16	17	4	13
	4%	3%	4%	3%	4% e	1%	4% e	2%	3%	11% cdefghj	2%	7% eghj	2%	4%	4%	5%	2%	8% Imp
Less convenient/ less easy to use mobiles	59	20	39	1	4	8	6	12	13	15	12	28	20	18	12	10	3	7
	4%	2%	5% a	1%	1%	3%	2%	5% d	6% dj	7% cdfj	2%	6% cdfj	4%	4%	3%	3%	2%	4%
Don't trust alternatives	35	20	15	2	5	1	13	2	7	5	5	13	12	10	8	6	3	3
	2%	2%	2%	1%	2%	*% egj	5% ej	1%	3% ej	2%	1%	3% e	3%	2%	2%	2%	1%	2%
Less convenient/ less easy to use VoIP/ video calls online	12	6	6	3	3	-	1	2	1	1	3	2	3	3	4	2	1	1
	1%	1%	1%	3% efk	1%	-%	*% 1%	1%	1%	*% 1%	1%	1%	1%	1%	1%	*% 1%	*% 1%	1% 1%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	1564	788	776	95	208	226	265	262	271	237	434	508	437	417	334	375	189	186
Effective Weighted Sample	1328	670	658	86	187	201	227	219	234	209	382	442	358	354	291	329	166	163
Total	1603	817	786	123	289	238	282	228	224	220	527	444	456	414	372	360	187	172
Don't have access to/ use VoIP/ video calls online	3 *%	2 *%	1 *%	- -%	1 *%	- -%	2 1%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	3 1%	2 1% lm	1 1%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	606 38%	302 37%	304 39%	43 35%	132 46% fghik	106 45% fghik	91 32%	78 34%	79 35%	76 35%	239 45% fghik	156 35%	176 39% p	150 36%	160 43% op	120 33%	54 29%	66 38%
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	418 26%	228 28%	189 24%	57 47% fghijk	103 36% ghik	82 35% ghik	77 27% ghik	42 18% ik	34 15%	22 10%	186 35% fghik	56 13%	122 27%	102 25%	85 23%	107 30%	62 33% mn	46 26%
CONVENIENCE/ HABIT	371 23%	176 22%	194 25%	13 11%	23 8%	35 15% d	47 17% dj	65 28% cdefj	89 40% cdefgj	98 45% cdefgj	58 11% cdefgj	187 42% cdefgj	104 23%	106 26% p	87 23%	73 20%	33 17%	40 23%
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	310 19%	137 17%	173 22% a	13 11%	29 10%	54 23% cdj	71 25% cdj	51 23% cdj	49 22% cd	43 19% d	83 16%	92 21% cd	94 21%	80 19%	73 20%	63 18%	34 18%	29 17%
EXPENSE	83 5%	39 5%	43 6%	5 4%	6 2%	9 4%	21 8% dj	16 7% dj	13 6%	13 6%	14 3%	26 6% dj	22 5%	26 6%	17 5%	18 5%	8 4%	10 6%
AVAILABILITY OF ALTERNATIVES	61 4%	26 3%	35 4%	4 3%	13 4% e	1 1%	10 4% e	4 2%	6 3%	23 11% cdefghj	14 3%	30 7% eghj	11 2%	15 4%	16 4%	19 5%	5 3%	13 8% lmp
Don't know	21 1%	14 2%	7 1%	- -%	5 2%	3 1%	2 1%	1 *%	5 2%	5 2%	8 1%	10 2%	8 2%	4 1%	3 1%	5 1%	3 2%	2 1%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i		ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	1564	391	797	117	258	295	235	196	167	121	550	1283	161	94	26	1313	251
Effective Weighted Sample	1328	336	680	106	225	254	197	161	137	96	489	1115	152	86	23	1123	205
Total	1603	342	900	101	258	293	231	217	179	127	556	1332	95	143	33	1352	251
Too much hassle to change	364 23%	99 29% bd	193 21%	30 29% d	43 17% d	61 21% i	51 22% i	46 21% i	31 17%	15 12%	161 29% ehi	281 21%	36 38% k	43 30%	4 13%	324 24% p	40 16%
I need a landline in order to get broadband	353 22%	32 9%	228 25% ac	9 9%	84 33% abc	60 20%	43 19%	55 25%	50 28% j	33 26%	111 20%	305 23% l	14 14%	26 19%	8 24%	300 22%	53 21%
Don't use the landline much anyway	258 16%	24 7%	183 20% ac	7 7%	43 17% ac	46 16% f	18 8%	45 21% f	36 20% f	29 23% f	85 15% f	228 17% l	5 5%	18 12% l	7 21%	225 17%	33 13%
Reliability of the connection	253 16%	61 18%	142 16%	13 13%	38 15%	38 13%	42 18%	34 16%	23 13%	18 14%	98 18%	208 16%	10 11%	31 22% l	4 11%	189 14%	64 26% o
10% is not a large increase/ still affordable	249 16%	63 19%	134 15%	12 11%	40 15%	34 12%	45 20% ej	39 18%	38 21% ej	22 18%	70 13%	225 17% l	6 7%	13 9%	5 15%	209 15%	40 16%
Habit/ always used landline	197 12%	83 24% bd	71 8%	30 30% bd	12 5%	41 14% i	24 11%	23 10%	14 8%	7 5%	88 16% hi	163 12%	10 10%	22 16%	2 7%	167 12%	30 12%
I prefer to make calls from my landline	193 12%	75 22% bd	84 9%	18 17% bd	16 6%	31 11%	34 15%	27 13%	15 8%	14 11%	71 13%	161 12%	10 11%	20 14%	1 4%	161 12%	32 13%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND *n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	1564	391	797	117	258	295	235	196	167	121	550	1283	161	94	26	1313	251
Effective Weighted Sample	1328	336	680	106	225	254	197	161	137	96	489	1115	152	86	23	1123	205
Total	1603	342	900	101	258	293	231	217	179	127	556	1332	95	143	33	1352	251
Have landline in a bundled package and don't want to switch/ lose other services	86 5%	16 5%	50 6%	5 5%	14 6%	11 4%	14 6%	16 7%	11 6%	6 5%	29 5%	73 5%	3 3%	6 4%	4 12%	72 5%	13 5%
Alternatives are too expensive	83 5%	22 6%	43 5%	4 4%	14 5%	22 8% j	12 5%	8 3%	10 6%	9 7%	22 4%	68 5%	3 3%	6 4%	5 16%	75 6%	7 3%
Quality of customer service	69 4%	14 4%	43 5%	5 5%	7 3%	7 2%	10 5%	4 2%	10 6%	4 3%	34 6% eg	56 4%	4 4%	9 6%	- -%	57 4%	12 5%
Don't have/ use a mobile	60 4%	20 6% b	23 3%	10 10% bd	7 3%	22 8% fghj	3 1%	3 1%	4 2%	6 5%	21 4%	47 3%	1 1%	12 8% kl	- -%	58 4% p	2 1%
Less convenient/ less easy to use mobiles	59 4%	23 7% bd	27 3%	6 5%	4 2%	9 3%	12 5%	6 3%	6 3%	1 1%	24 4%	44 3%	1 1%	14 10% kl	- -%	48 4%	11 4%
Don't trust alternatives	35 2%	11 3%	18 2%	2 2%	4 2%	6 2%	5 2%	2 1%	7 4%	1 1%	14 2%	34 3%	1 1%	- -%	- -%	31 2%	4 2%
Less convenient/ less easy to use VoIP/ video calls online	12 1%	2 1%	8 1%	- -%	2 1%	1 *%	1 *%	2 1%	2 1%	- -%	7 1%	11 1%	1 1%	- -%	- -%	11 1%	* *%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	*n	o	p
Unweighted total	1564	391	797	117	258	295	235	196	167	121	550	1283	161	94	26	1313	251
Effective Weighted Sample	1328	336	680	106	225	254	197	161	137	96	489	1115	152	86	23	1123	205
Total	1603	342	900	101	258	293	231	217	179	127	556	1332	95	143	33	1352	251
Don't have access to/ use VoIP/ video calls online	3 *%	- -%	- -%	- -%	3 1% ab	1 *%	- -%	- -%	- -%	- -%	2 *%	3 *%	- -%	- -%	- -%	3 *%	- -%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	606 38%	120 35%	366 41% d	35 35%	84 33%	102 35%	69 30%	89 41% f	65 36%	42 33%	239 43% ef	495 37%	40 43%	59 41%	11 34%	533 39% p	73 29%
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	418 26%	43 13%	266 30% ac	12 12%	95 37% abc	68 23%	56 24%	67 31%	56 31%	38 30%	133 24%	357 27% l	16 17%	33 23%	12 35%	356 26%	61 24%
CONVENIENCE/ HABIT	371 23%	140 41% bd	156 17% d	47 46% bd	26 10%	69 23%	57 25% h	46 21%	27 15%	20 16%	152 27% hi	308 23%	20 21%	40 28%	4 11%	308 23%	63 25%
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	310 19%	75 22%	172 19%	17 16%	46 18%	49 17%	52 23%	37 17%	34 19%	19 15%	119 21%	258 19%	14 14%	35 25% l	4 11%	236 17%	74 29% o
EXPENSE	83 5%	22 6%	43 5%	4 4%	14 5%	22 8% j	12 5%	8 3%	10 6%	9 7%	22 4%	68 5%	3 3%	6 4%	5 16%	75 6%	7 3%
AVAILABILITY OF ALTERNATIVES	61 4%	20 6% b	23 3%	10 10% bd	9 3%	22 8% fghj	3 1%	3 1%	4 2%	6 5%	23 4%	48 4%	1 1%	12 8% kl	- -%	59 4% p	2 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	391	797	117	258	295	235	196	167	121	550	1283	161	94	26	1313	251
Effective Weighted Sample	1328	336	680	106	225	254	197	161	137	96	489	1115	152	86	23	1123	205
Total	1603	342	900	101	258	293	231	217	179	127	556	1332	95	143	33	1352	251
Don't know	21	8	8	2	3	4	2	2	2	-	11	18	1	-	1	19	1
	1%	2%	1%	2%	1%	1%	1%	1%	1%	-%	2%	1%	1%	-%	4%	1%	1%
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

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Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND-LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	1513	1564	1438	1373	113	1385	849	556	191	1373	126	1438	1317	121	56	70
Effective Weighted Sample	1328	1285	1328	1217	1152	94	1163	728	476	176	1152	112	1217	1105	112	48	64
Total	1603	1543	1603	1481	1387	120	1400	892	592	216	1387	122	1481	1340	141	47	75
Too much hassle to change	364 23%	359 23%	364 23%	326 22%	294 21%	28 23%	297 21%	213 24%	124 21%	70 33% jlm	294 21%	38 31% jlm	326 22%	283 21%	43 31% jlm	11 23%	27 36% jlm
I need a landline in order to get broadband	353 22%	324 21%	353 22%	349 24%	342 25% a	29 24%	344 25% a	210 24%	170 29% abcg	11 5%	342 25% iknop	4 3%	349 24% iknop	338 25% iknop	11 8% p	4 9% p	- -%
Don't use the landline much anyway	258 16%	238 15%	258 16%	248 17%	234 17%	17 14%	238 17%	159 18%	112 19%	24 11%	234 17% kp	9 8%	248 17% kp	227 17% kp	21 15% p	6 13%	3 4%
Reliability of the connection	253 16%	253 16%	253 16%	236 16%	219 16%	21 18%	220 16%	131 15%	104 18%	34 16%	219 16%	17 14%	236 16%	213 16%	23 16%	5 12%	11 15%
10% is not a large increase/ still affordable	249 16%	246 16%	249 16%	234 16%	225 16%	23 19%	230 16%	154 17%	93 16%	24 11%	225 16% p	15 13%	234 16%	215 16% p	19 13%	10 22% p	5 7%
Habit/ always used landline	197 12%	195 13% dfgh	197 12% dfgh	162 11%	132 10%	9 8%	132 9%	84 9%	53 9%	65 30% jlm	132 10%	35 29% jlm	162 11%	121 9%	40 29% jlm	11 24% jlm	24 32% jlm
I prefer to make calls from my landline	193 12%	193 12%	193 12%	180 12%	158 11%	17 14%	161 12%	101 11%	69 12%	35 16%	158 11%	13 11%	180 12%	152 11%	28 20% jlm	6 14%	7 9%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	1513	1564	1438	1373	113	1385	849	556	191	1373	126	1438	1317	121	56	70
Effective Weighted Sample	1328	1285	1328	1217	1152	94	1163	728	476	176	1152	112	1217	1105	112	48	64
Total	1603	1543	1603	1481	1387	120	1400	892	592	216	1387	122	1481	1340	141	47	75
Have landline in a bundled package and don't want to switch/ lose other services	86 5%	86 6%	86 5%	79 5%	75 5%	11 10%	76 5%	71 8%	35 6%	11 5%	75 5%	7 6%	79 5%	69 5%	10 7%	6 13%	1 1%
							ab	cd								jlmp	
Alternatives are too expensive	83 5%	83 5%	83 5%	77 5%	73 5%	7 5%	74 5%	43 5%	25 4%	10 5%	73 5%	5 4%	77 5%	68 5%	9 6%	4 9%	1 1%
Quality of customer service	69 4%	67 4%	69 4%	59 4%	59 4%	5 4%	59 4%	32 4%	23 4%	9 4%	59 4%	9 8%	59 4%	54 4%	5 3%	5 10%	5 6%
															lm		
Don't have/ use a mobile	60 4%	56 4%	60 4%	34 2%	35 3%	6 5%	35 3%	21 2%	17 3%	24 11%	35 3%	26 21%	34 2%	30 2%	4 3%	6 12%	20 27%
		c	c							ijlmn		ijlmn				ijlmn	ijlmno
Less convenient/ less easy to use mobiles	59 4%	57 4%	59 4%	58 4%	49 4%	2 2%	51 4%	33 4%	19 3%	10 5%	49 4%	2 1%	58 4%	48 4%	10 7%	2 3%	- -%
															kp		
Don't trust alternatives	35 2%	33 2%	35 2%	31 2%	29 2%	8 7%	30 2%	23 3%	11 2%	6 3%	29 2%	4 4%	31 2%	27 2%	4 3%	3 6%	2 3%
						ab	cd	fgh									

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	1513	1564	1438	1373	113	1385	849	556	191	1373	126	1438	1317	121	56	70
Effective Weighted Sample	1328	1285	1328	1217	1152	94	1163	728	476	176	1152	112	1217	1105	112	48	64
Total	1603	1543	1603	1481	1387	120	1400	892	592	216	1387	122	1481	1340	141	47	75
Less convenient/ less easy to use VoIP/ video calls online	12 1%	8 1%	12 1%	11 1%	11 1%	- -%	11 1%	9 1%	5 1%	1 *%	11 1%	1 1%	11 1%	10 1%	1 1%	1 2%	- -%
Don't have access to/ use VoIP/ video calls online	3 *%	3 *%	3 *%	2 *%	2 *%	- -%	2 *%	1 *%	- -%	1 1%	2 *%	1 1%	2 *%	1 *%	1 1%	1 2% jlm	- -%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	606 38%	581 38%	606 38%	562 38%	515 37%	44 37%	522 37%	360 40%	229 39%	91 42%	515 37%	44 36%	562 38%	500 37%	61 44%	15 32%	29 39%
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	418 26%	389 25%	418 26%	409 28%	397 29%	38 32%	400 29%	266 30% a	194 33% abc	20 9% p	397 29% iknp	9 7% jlm	409 28% iknp	389 29% iknp	19 14% p	8 17% p	1 1% jlm
CONVENIENCE/ HABIT	371 23%	363 24%	371 23%	326 22%	283 20%	23 19%	286 20%	178 20%	114 19%	88 40% jlm	283 20%	44 36% jlm	326 22%	268 20%	59 42% jlm	15 33% jm	29 38% jlm
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	310 19%	307 20%	310 19%	284 19%	267 19%	31 26%	269 19%	160 18%	116 20%	43 20%	267 19%	26 21%	284 19%	256 19%	28 20%	11 23%	15 20%
EXPENSE	83 5%	83 5%	83 5%	77 5%	73 5%	7 5%	74 5%	43 5%	25 4%	10 5%	73 5%	5 4%	77 5%	68 5%	9 6%	4 9%	1 1%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	1513	1564	1438	1373	113	1385	849	556	191	1373	126	1438	1317	121	56	70
Effective Weighted Sample	1328	1285	1328	1217	1152	94	1163	728	476	176	1152	112	1217	1105	112	48	64
Total	1603	1543	1603	1481	1387	120	1400	892	592	216	1387	122	1481	1340	141	47	75
AVAILABILITY OF ALTERNATIVES	61 4%	57 4%	61 4%	35 2%	37 3%	6 5%	37 3%	22 2%	17 3%	24 11%	37 3%	26 21%	35 2%	31 2%	4 3%	6 12%	20 27%
		c	c							ijlmn		ijlmn				ijlmn	ijlmno
Don't know	21 1%	21 1%	21 1%	18 1%	18 1%	2 1%	19 1%	12 1%	9 2%	3 1%	18 1%	2 2%	18 1%	16 1%	2 1%	1 2%	1 1%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	136	1233	587	322	49	173	276	62	32	698	863	59	161	665	826	738
Effective Weighted Sample	1328	114	1075	470	283	43	153	248	55	27	568	758	47	138	571	704	624
Total	1603	55	1326	556	354	50	180	305	63	31	669	930	60	196	655	851	752
Too much hassle to change	364 23%	6 10%	287 22% a	132 24%	86 24%	7 15%	40 22%	67 22%	15 24%	7 23%	155 23%	209 22%	9 16%	40 20%	154 24%	194 23%	170 23%
I need a landline in order to get broadband	353 22%	3 6%	338 26% a	94 17%	100 28% cfj	17 34% cfj	31 17%	78 26% cj	13 21%	7 24%	125 19%	228 24% cj	11 18%	46 23%	151 23%	197 23%	156 21%
Don't use the landline much anyway	258 16%	7 13%	225 17%	63 11%	77 22% chij	7 14%	32 18% cj	54 18% cj	5 8%	2 5%	75 11%	181 19% chj	17 28% chij	42 21%	105 16%	146 17%	112 15%
Reliability of the connection	253 16%	8 14%	211 16%	107 19% dgk	39 11%	11 21%	35 19% dgk	34 11%	12 19%	5 18%	130 19% dgk	123 13%	9 16%	24 12%	108 17%	133 16%	120 16%
10% is not a large increase/ still affordable	249 16%	15 27% b	210 16%	96 17%	48 14%	12 23% f	20 11%	45 15%	11 18%	6 19%	119 18% f	130 14%	10 17%	37 19%	105 16%	142 17%	107 14%
Habit/ always used landline	197 12%	4 7%	128 10%	86 16% dgk	35 10%	7 13%	29 16% g	20 7%	5 8%	8 27% dghkl	98 15% gk	98 11%	6 9%	20 10%	77 12%	96 11%	101 13%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	136	1233	587	322	49	173	276	62	32	698	863	59	161	665	826	738
Effective Weighted Sample	1328	114	1075	470	283	43	153	248	55	27	568	758	47	138	571	704	624
Total	1603	55	1326	556	354	50	180	305	63	31	669	930	60	196	655	851	752
I prefer to make calls from my landline	193 12%	6 10%	152 11%	70 13%	38 11%	8 15%	24 13%	39 13%	5 8%	4 13%	82 12%	110 12%	5 9%	21 11%	85 13%	106 12%	87 12%
Have landline in a bundled package and don't want to switch/ lose other services	86 5%	- -%	75 6% a	21 4%	27 8% cj	3 6%	8 4%	21 7%	2 4%	- -%	26 4%	60 6% cj	4 6%	11 6%	41 6%	52 6%	34 4%
Alternatives are too expensive	83 5%	6 10% b	66 5%	31 6%	13 4%	1 1%	11 6%	13 4%	3 4%	4 14% deg	34 5%	47 5%	6 9%	14 7%	34 5%	48 6%	35 5%
Quality of customer service	69 4%	2 4%	57 4%	33 6% k	10 3%	2 4%	10 5%	10 3%	2 3%	1 4%	37 5%	32 3%	1 1%	6 3%	25 4%	31 4%	38 5%
Don't have/ use a mobile	60 4%	* 1%	35 3%	29 5%	18 5%	1 2%	3 2%	7 2%	2 2%	1 3%	31 5%	28 3%	- -%	5 3%	11 2%	16 2%	44 6% no
Less convenient/ less easy to use mobiles	59 4%	4 7% b	45 3%	26 5% d	6 2%	1 2%	8 5%	8 3%	2 4%	2 6%	29 4% d	30 3%	5 9% dkg	7 3%	24 4%	31 4%	28 4%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

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Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	136	1233	587	322	49	173	276	62	32	698	863	59	161	665	826	738
Effective Weighted Sample	1328	114	1075	470	283	43	153	248	55	27	568	758	47	138	571	704	624
Total	1603	55	1326	556	354	50	180	305	63	31	669	930	60	196	655	851	752
Don't trust alternatives	35 2%	- -%	29 2%	15 3%	8 2%	2 3%	2 1%	7 2%	1 1%	1 3%	17 3%	18 2%	- -%	3 1%	11 2%	13 2%	22 3%
Less convenient/ less easy to use VoIP/ video calls online	12 1%	* 1%	9 1%	3 1%	1 *%	- -%	1 *%	4 1%	2 3%	- -%	5 1%	6 1%	- -%	2 1%	4 1%	7 1%	5 1%
Don't have access to/ use VoIP/ video calls online	3 *%	- -%	2 *%	- -%	2 1% j	- -%	1 *%	- -%	- -%	- -%	- -%	3 *%	- -%	- -%	1 *%	1 *%	2 *%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	606 38%	13 24%	499 38% a	193 35%	158 45% cej	13 27%	70 39%	116 38%	20 32%	9 28%	226 34%	378 41% cj	26 43%	79 41%	252 38%	331 39%	275 37%
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	418 26%	3 6%	394 30% a	109 20%	122 34% cfj	19 38% cfj	37 21%	94 31% cfj	16 25%	7 24%	144 21%	274 29% cfj	13 22%	55 28%	181 28%	236 28%	182 24%
CONVENIENCE/ HABIT	371 23%	12 22%	269 20%	151 27% dgk	60 17%	10 21%	52 29% dgk	61 20%	11 18%	12 38% dghk	173 26% dk	195 21%	11 19%	37 19%	154 24%	191 22%	179 24%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	136	1233	587	322	49	173	276	62	32	698	863	59	161	665	826	738
Effective Weighted Sample	1328	114	1075	470	283	43	153	248	55	27	568	758	47	138	571	704	624
Total	1603	55	1326	556	354	50	180	305	63	31	669	930	60	196	655	851	752
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	310 19%	10 18%	257 19%	135 24% dgk	50 14%	13 26% dg	40 22% dg	43 14%	13 20%	6 21%	161 24% dgk	149 16%	9 16%	27 14%	125 19%	152 18%	158 21%
EXPENSE	83 5%	6 10% b	66 5%	31 6%	13 4%	1 1%	11 6%	13 4%	3 4%	4 14% deg	34 5%	47 5%	6 9%	14 7%	34 5%	48 6%	35 5%
AVAILABILITY OF ALTERNATIVES	61 4%	* 1%	36 3%	29 5%	19 5%	1 2%	3 2%	7 2%	2 2%	1 3%	31 5%	30 3%	- -%	5 3%	12 2%	17 2%	44 6% no
Don't know	21 1%	- -%	18 1%	7 1%	4 1%	- -%	3 2%	5 2%	1 1%	- -%	8 1%	13 1%	1 1%	2 1%	7 1%	8 1%	12 2%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	506	1044	210	310	674	1190	148	226	730	1217	137	210	668	1008	202	228
Effective Weighted Sample	1328	425	885	178	273	576	1005	127	204	622	1029	117	190	597	875	160	183
Total	1603	489	1012	211	381	645	1156	161	286	701	1184	151	269	747	1077	191	213
Too much hassle to change	364	126	265	50	48	168	299	28	37	181	304	22	37	158	237	40	48
	23%	26%	26%	24%	13%	26%	26%	17%	13%	26%	26%	15%	14%	21%	22%	21%	23%
		d	d	d		gh	gh			kl	kl						
I need a landline in order to get broadband	353	52	126	54	173	87	166	45	142	88	174	42	137	243	298	24	27
	22%	11%	12%	26%	45%	13%	14%	28%	50%	13%	15%	28%	51%	33%	28%	12%	13%
				ab	abc			ef	efg			ij	ijk	nop	op		
Don't use the landline much anyway	258	17	70	57	131	33	103	59	96	35	108	58	91	174	211	11	27
	16%	4%	7%	27%	34%	5%	9%	37%	34%	5%	9%	39%	34%	23%	20%	6%	13%
			a	ab	ab		e	ef	ef		i	ij	ij	op	op		o
Reliability of the connection	253	116	217	24	11	145	233	14	6	158	239	11	3	103	155	41	40
	16%	24%	21%	12%	3%	22%	20%	9%	2%	22%	20%	7%	1%	14%	14%	21%	19%
		cd	cd	d		gh	gh	h		kl	kl	l				mn	
10% is not a large increase/ still affordable	249	99	200	26	23	122	215	16	18	132	221	14	14	96	168	31	35
	16%	20%	20%	12%	6%	19%	19%	10%	6%	19%	19%	9%	5%	13%	16%	16%	16%
		cd	cd	d		gh	gh			kl	kl						
Habit/ always used landline	197	120	184	12	2	128	187	9	1	144	188	8	1	50	89	28	44
	12%	25%	18%	5%	*%	20%	16%	6%	*%	21%	16%	6%	*%	7%	8%	15%	21%
		bcd	cd	d		gh	gh	h		jkl	kl	l				mn	mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	506	1044	210	310	674	1190	148	226	730	1217	137	210	668	1008	202	228
Effective Weighted Sample	1328	425	885	178	273	576	1005	127	204	622	1029	117	190	597	875	160	183
Total	1603	489	1012	211	381	645	1156	161	286	701	1184	151	269	747	1077	191	213
I prefer to make calls from my landline	193 12%	108 22% cd	184 18% cd	8 4% d	1 *%	123 19% gh	185 16% gh	6 4% h	1 *%	138 20% jkl	187 16% kl	6 4% l	- -%	57 8%	99 9%	41 22% mn	39 18% mn
Have landline in a bundled package and don't want to switch/ lose other services	86 5%	26 5%	56 6%	7 3%	23 6%	39 6%	67 6%	8 5%	11 4%	41 6%	67 6%	8 6%	11 4%	53 7% p	67 6% p	8 4%	4 2%
Alternatives are too expensive	83 5%	33 7% d	66 7% d	14 7% d	2 1%	42 6% h	72 6% h	10 6% h	1 *%	43 6% l	74 6% l	8 6% l	1 *%	21 3%	38 4%	23 12% mn	17 8% mn
Quality of customer service	69 4%	30 6% d	60 6% d	7 3% d	1 *%	43 7% h	62 5% h	6 3% h	1 1%	43 6% l	62 5% l	6 4% l	1 1%	34 5%	46 4%	5 3%	8 4%
Don't have/ use a mobile	60 4%	20 4%	38 4%	5 2%	16 4%	21 3%	44 4%	2 1%	14 5%	25 4%	45 4%	3 2%	12 4%	16 2%	20 2%	6 3%	8 4%
Less convenient/ less easy to use mobiles	59 4%	34 7% cd	54 5% cd	3 1%	2 1%	40 6% h	54 5% h	3 2%	2 1%	42 6% kl	55 5% l	2 1%	2 1%	12 2%	28 3%	13 7% mn	17 8% mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	506	1044	210	310	674	1190	148	226	730	1217	137	210	668	1008	202	228
Effective Weighted Sample	1328	425	885	178	273	576	1005	127	204	622	1029	117	190	597	875	160	183
Total	1603	489	1012	211	381	645	1156	161	286	701	1184	151	269	747	1077	191	213
Don't trust alternatives	35	15	25	9	2	20	33	2	-	20	33	2	-	17	23	5	2
	2%	3%	2%	4%	*%	3%	3%	1%	-%	3%	3%	2%	-%	2%	2%	3%	1%
		d	d	d		h	h			l	l						
Less convenient/ less easy to use VoIP/ video calls online	12	4	7	2	3	7	8	-	3	7	8	-	3	7	9	1	1
	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	*%	1%
Don't have access to/ use VoIP/ video calls online	3	-	1	1	1	1	2	-	1	1	2	-	1	2	2	-	-
	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	-%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	606	142	332	100	174	199	394	83	129	215	405	76	124	322	436	51	74
	38%	29%	33%	47%	46%	31%	34%	51%	45%	31%	34%	51%	46%	43%	41%	27%	35%
				ab	ab			ef	ef			ij	ij	op	o		
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	418	72	168	60	189	118	215	52	151	121	223	49	146	283	348	30	31
	26%	15%	17%	29%	50%	18%	19%	32%	53%	17%	19%	32%	54%	38%	32%	16%	14%
				ab	abc			ef	efg			ij	ijk	nop	op		
CONVENIENCE/ HABIT	371	211	343	20	8	235	349	14	7	263	352	12	6	103	185	64	77
	23%	43%	34%	9%	2%	37%	30%	9%	2%	37%	30%	8%	2%	14%	17%	34%	36%
		bcd	cd	d		fgh	gh	h		jkl	kl	l				mn	mn

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	1564	506	1044	210	310	674	1190	148	226	730	1217	137	210	668	1008	202	228
Effective Weighted Sample	1328	425	885	178	273	576	1005	127	204	622	1029	117	190	597	875	160	183
Total	1603	489	1012	211	381	645	1156	161	286	701	1184	151	269	747	1077	191	213
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	310	139	262	33	15	175	282	21	7	188	288	18	5	131	191	48	46
	19%	28%	26%	16%	4%	27%	24%	13%	2%	27%	24%	12%	2%	18%	18%	25%	21%
		cd	cd	d		gh	gh	h		kl	kl	l				mn	
EXPENSE	83	33	66	14	2	42	72	10	1	43	74	8	1	21	38	23	17
	5%	7%	7%	7%	1%	6%	6%	6%	*%	6%	6%	6%	*%	3%	4%	12%	8%
		d	d	d		h	h	h		l	l	l				mn	mn
AVAILABILITY OF ALTERNATIVES	61	20	38	5	18	21	44	2	15	25	45	3	13	17	21	6	8
	4%	4%	4%	2%	5%	3%	4%	1%	5%	4%	4%	2%	5%	2%	2%	3%	4%
Don't know	21	7	12	3	6	10	15	3	3	11	15	3	3	10	14	2	2
	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1564	383	577	666	824	163	350	166	567	687	74	776	525	263	142	59
Effective Weighted Sample	1328	336	495	570	698	142	304	142	491	600	56	668	456	228	118	53
Total	1603	447	645	629	787	171	339	158	547	759	71	887	444	272	159	64
Too much hassle to change	364	63	112	166	205	47	109	48	168	143	10	184	119	62	28	13
	23%	14%	17%	26% ab	26% ab	28% ab	32% ij	31% ij	31% ij	19%	14%	21%	27% k	23%	17%	20%
I need a landline in order to get broadband	353	194	245	50	76	32	23	7	33	300	7	241	36	76	45	20
	22%	43% cde	38% cde	8%	10%	19% cd	7%	4%	6%	40% fghj	9%	27% l	8%	28% l	28%	31%
Don't use the landline much anyway	258	144	189	34	45	24	14	18	38	183	6	188	36	34	29	13
	16%	32% cde	29% cde	5%	6%	14% cd	4%	12% f	7%	24% fghj	9%	21% lm	8%	13%	18%	20%
Reliability of the connection	253	16	44	158	190	19	69	41	116	71	27	125	78	50	29	16
	16%	3%	7% a	25% abe	24% abe	11% a	20% i	26% i	21% i	9%	38% fhi	14%	17%	18%	19%	25%
10% is not a large increase/ still affordable	249	29	74	103	145	31	55	15	82	101	14	126	80	43	32	16
	16%	6%	11% a	16% ab	18% ab	18% ab	16%	10%	15%	13%	20%	14%	18%	16%	20%	25%
Habit/ always used landline	197	10	22	144	164	11	91	27	126	35	11	64	115	18	9	8
	12%	2%	3%	23% abe	21% abe	7% a	27% gi	17% i	23% i	5%	16% i	7%	26% km	7%	5%	13%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1564	383	577	666	824	163	350	166	567	687	74	776	525	263	142	59
Effective Weighted Sample	1328	336	495	570	698	142	304	142	491	600	56	668	456	228	118	53
Total	1603	447	645	629	787	171	339	158	547	759	71	887	444	272	159	64
I prefer to make calls from my landline	193 12%	6 1%	18 3%	151 24% abe	170 22% abe	5 3%	89 26% gij	18 12% i	114 21% gi	39 5%	10 14% i	78 9%	89 20% km	25 9%	11 7%	9 13%
Have landline in a bundled package and don't want to switch/ lose other services	86 5%	26 6%	34 5%	35 6%	44 6%	7 4%	23 7% j	7 4%	32 6%	49 6% j	- -%	55 6%	22 5%	8 3%	7 5%	7 10%
Alternatives are too expensive	83 5%	5 1%	16 2%	46 7% ab	58 7% ab	9 5% a	23 7% i	13 8% i	38 7% i	23 3%	6 8%	42 5%	23 5%	17 6%	6 4%	2 3%
Quality of customer service	69 4%	4 1%	15 2%	36 6% ab	48 6% ab	6 3% a	24 7% i	11 7% i	38 7% i	20 3%	4 5%	39 4%	15 3%	14 5%	5 3%	3 5%
Don't have/ use a mobile	60 4%	15 3%	19 3%	32 5%	35 4%	5 3%	24 7% ij	12 8% ij	40 7% ij	16 2%	- -%	19 2%	28 6% k	13 5% k	1 *%	- -%
Less convenient/ less easy to use mobiles	59 4%	3 1%	10 2%	41 6% abe	45 6% ab	4 2%	21 6% i	11 7% i	31 6% i	16 2%	2 3%	22 3%	28 6% k	9 3%	4 3%	2 4%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1564	383	577	666	824	163	350	166	567	687	74	776	525	263	142	59
Effective Weighted Sample	1328	336	495	570	698	142	304	142	491	600	56	668	456	228	118	53
Total	1603	447	645	629	787	171	339	158	547	759	71	887	444	272	159	64
Don't trust alternatives	35	1	8	20	25	2	11	4	16	16	1	21	12	3	5	5
	2%	*%	1%	3% ab	3% ab	1%	3%	2%	3%	2%	1%	2%	3%	1%	3%	9%
Less convenient/ less easy to use VoIP/ video calls online	12	3	5	4	4	3	3	2	5	7	-	6	3	2	-	-
	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	-%	1%	1%	1%	-%	-%
Don't have access to/ use VoIP/ video calls online	3	2	2	1	1	-	1	-	2	1	-	1	1	1	-	-
	*%	1%	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	-%
HASSLE/ DON'T USE MUCH/ NOT LARGE INCREASE	606	203	293	195	243	70	119	66	201	317	16	363	150	92	53	25
	38%	45% cd	45% cd	31%	31%	41% cd	35%	42% j	37% j	42% j	23%	41% l	34%	34%	34%	40%
NEED FOR BROADBAND/ BUNDLED WITH OTHER SERVICES	418	215	273	76	110	35	40	13	59	336	7	280	55	83	52	24
	26%	48% cde	42% cde	12%	14%	20% cd	12%	8%	11%	44% fghj	9%	32% l	12%	30% l	33%	38%
CONVENIENCE/ HABIT	371	20	48	264	301	22	159	46	216	80	18	143	185	43	23	15
	23%	4%	7%	42% abe	38% abe	13% ab	47% ghij	29% i	39% gij	11%	25% i	16%	42% km	16%	14%	24%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 68**

**Q46. Why would you be unlikely to consider taking any action if the price of total landline bills increased by 10% so an extra (10% OF TOTAL SPEND) each month? (MULTI CODE)**

Base : Those saying there would be no impact on calls made using a landline given a 10% increase in the price of total landline bills

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1564	383	577	666	824	163	350	166	567	687	74	776	525	263	142	59
Effective Weighted Sample	1328	336	495	570	698	142	304	142	491	600	56	668	456	228	118	53
Total	1603	447	645	629	787	171	339	158	547	759	71	887	444	272	159	64
RELATIVE QUALITY/ RELIABILITY/ DON'T TRUST	310	19	60	189	230	20	85	51	147	90	29	158	93	59	35	21
	19%	4%	9%	30%	29%	12%	25%	32%	27%	12%	40%	18%	21%	22%	22%	32%
			a	abe	abe	a	i	i	i		fhi					
EXPENSE	83	5	16	46	58	9	23	13	38	23	6	42	23	17	6	2
	5%	1%	2%	7%	7%	5%	7%	8%	7%	3%	8%	5%	5%	6%	4%	3%
				ab	ab	a	i	i	i							
AVAILABILITY OF ALTERNATIVES	61	16	21	32	35	5	24	12	40	17	-	20	28	13	1	-
	4%	4%	3%	5%	4%	3%	7%	8%	7%	2%	-%	2%	6%	5%	*%	-%
							ij	ij	ij				k			
Don't know	21	7	9	8	8	4	3	5	11	5	-	11	7	3	-	-
	1%	2%	1%	1%	1%	3%	1%	3%	2%	1%	-%	1%	2%	1%	-%	-%
								i	i							

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2518	1220	1298	192	403	450	475	432	373	193	853	566	758	717	475	567	294	273
Effective Weighted Sample	2046	1005	1041	172	346	382	392	346	310	162	715	472	587	589	405	474	254	220
Total	2469	1216	1252	244	525	443	472	346	279	160	969	439	737	701	522	508	280	228
Very likely to still pay for a landline service	581 24%	282 23%	299 24%	31 13%	73 14%	72 16%	108 23% cdej	114 33% cdefj	107 38% cdefj	76 48% cdefghj	145 15%	183 42% cdefgj	182 25%	155 22%	129 25%	115 23%	54 19%	62 27% p
Fairly likely to still pay for a landline service	424 17%	213 17%	211 17%	42 17%	58 11%	77 17% d	77 16% d	68 20% dj	72 26% cdefj	30 19% d	136 14%	102 23% defj	147 20%	118 17%	80 15%	78 15%	45 16%	33 15%
TOTAL LIKELY TO STILL PAY FOR A LANDLINE SERVICE	1005 41%	495 41%	510 41%	73 30%	131 25%	149 34% d	185 39% cdj	182 53% cdefj	179 64% cdefgj	106 66% cdefgj	280 29%	285 65% cdefgj	330 45% mop	273 39%	209 40%	193 38%	99 35%	95 42%
Fairly unlikely to still pay for a landline service	299 12%	164 13%	135 11%	28 12% i	61 12% i	63 14% ik	71 15% hik	40 12% i	27 10%	8 5%	124 13% ik	36 8%	100 14% q	88 13%	55 11%	55 11%	37 13%	19 8%
Very unlikely to still pay for a landline service	948 38%	461 38%	487 39%	122 50% fghik	296 56% efghijk	186 42% ghik	176 37% ghik	93 27% hik	49 18%	25 15%	482 50% efghik	74 17%	249 34%	277 39% l	207 40%	213 42% l	123 44% l	91 40%
TOTAL UNLIKELY TO STILL PAY FOR A LANDLINE SERVICE	1246 50%	624 51%	622 50%	151 62% fghik	357 68% efghik	249 56% ghik	247 52% ghik	133 38% hik	77 27%	33 21%	606 63% efghik	109 25%	350 47%	365 52%	263 50%	268 53%	159 57% l	109 48%
Don't know	217 9%	97 8%	120 10%	20 8%	37 7%	45 10%	39 8%	32 9%	23 8%	21 13% d	82 8%	44 10%	58 8%	64 9%	50 10%	46 9%	22 8%	24 10%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
Unweighted total	2518	440	1510	126	441	421	387	372	310	241	787	2108	219	126	65	2124	394	
Effective Weighted Sample	2046	368	1235	105	374	343	308	293	243	180	684	1744	201	109	59	1744	302	
Total	2469	348	1613	91	417	392	365	382	301	238	791	2088	121	181	78	2111	358	
Very likely to still pay for a landline service	581 24%	149 43% bd	317 20%	34 37% bd	82 20%	96 24%	92 25% h	88 23%	55 18%	46 19%	205 26% h	476 23%	35 29% n	59 32% kn	12 15%	474 22%	108 30% o	
Fairly likely to still pay for a landline service	424 17%	85 25% bd	260 16%	17 18%	62 15%	61 16%	69 19%	78 20% j	59 20% j	44 18%	113 14%	363 17%	23 19%	30 16%	8 11%	364 17%	59 17%	
TOTAL LIKELY TO STILL PAY FOR A LANDLINE SERVICE	1005 41%	235 68% bcd	577 36%	50 55% bd	143 34%	157 40%	162 44%	166 43%	114 38%	89 38%	317 40%	839 40% n	57 48% kn	88 49% n	20 26%	838 40%	167 47% o	
Fairly unlikely to still pay for a landline service	299 12%	32 9%	212 13% ac	4 4%	51 12% c	39 10%	46 12%	46 12%	42 14%	33 14%	92 12%	260 12%	13 11%	19 11%	6 7%	263 12%	35 10%	
Very unlikely to still pay for a landline service	948 38%	55 16%	679 42% ac	19 21%	194 47% ac	167 43%	128 35%	137 36%	121 40%	102 43%	292 37%	791 38%	41 34%	67 37%	49 63% klm	820 39%	127 36%	
TOTAL UNLIKELY TO STILL PAY FOR A LANDLINE SERVICE	1246 50%	86 25%	891 55% ac	23 25%	245 59% ac	206 53%	174 48%	183 48%	164 54%	135 57% fi	385 49%	1051 50%	54 45%	86 48%	55 70% klm	1084 51%	163 45%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

	SEG & AGE					INCOME					COUNTRY				URBANITY		
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	440	1510	126	441	421	387	372	310	241	787	2108	219	126	65	2124	394
Effective Weighted Sample	2046	368	1235	105	374	343	308	293	243	180	684	1744	201	109	59	1744	302
Total	2469	348	1613	91	417	392	365	382	301	238	791	2088	121	181	78	2111	358
Don't know	217	26	145	18	28	29	29	33	23	13	89	198	9	7	3	189	28
	9%	8%	9%	20% abd	7%	7%	8%	9%	8%	5%	11% ei	9% m	8%	4%	4%	9%	8%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	*n	o	*p
Unweighted total	2518	2425	2518	2433	2518	197	2518	1480	1038	-	2518	85	2433	2433	-	85	-
Effective Weighted Sample	2046	1969	2046	1978	2046	157	2046	1215	853	-	2046	70	1978	1978	-	70	-
Total	2469	2359	2469	2398	2469	203	2469	1479	1055	-	2469	71	2398	2398	-	71	-
Very likely to still pay for a landline service	581 24%	576 24% h	581 24%	556 23%	581 24%	44 22%	581 24%	327 22%	217 21%	- -%	581 24%	26 36% jlm	556 23%	556 23%	- -%	26 36% jlm	- -%
Fairly likely to still pay for a landline service	424 17%	413 17%	424 17%	405 17%	424 17%	45 22% h	424 17%	251 17%	165 16%	- -%	424 17%	19 27% jlm	405 17%	405 17%	- -%	19 27% jlm	- -%
TOTAL LIKELY TO STILL PAY FOR A LANDLINE SERVICE	1005 41%	989 42% h	1005 41% h	960 40%	1005 41% h	90 44%	1005 41% h	578 39%	382 36%	- -%	1005 41%	45 63% jlm	960 40%	960 40%	- -%	45 63% jlm	- -%
Fairly unlikely to still pay for a landline service	299 12%	287 12%	299 12%	294 12%	299 12%	30 15%	299 12%	199 13%	139 13%	- -%	299 12%	5 7%	294 12%	294 12%	- -%	5 7%	- -%
Very unlikely to still pay for a landline service	948 38%	873 37%	948 38%	935 39%	948 38%	68 33%	948 38%	580 39%	463 44% abcdefg	- -%	948 38% ko	13 18%	935 39% ko	935 39% ko	- -%	13 18%	- -%
TOTAL UNLIKELY TO STILL PAY FOR A LANDLINE SERVICE	1246 50%	1159 49%	1246 50%	1229 51%	1246 50%	98 48%	1246 50%	779 53%	601 57% abcdef	- -%	1246 50% ko	17 24%	1229 51% ko	1229 51% ko	- -%	17 24%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	*n	o	*p
Unweighted total	2518	2425	2518	2433	2518	197	2518	1480	1038	-	2518	85	2433	2433	-	85	-
Effective Weighted Sample	2046	1969	2046	1978	2046	157	2046	1215	853	-	2046	70	1978	1978	-	70	-
Total	2469	2359	2469	2398	2469	203	2469	1479	1055	-	2469	71	2398	2398	-	71	-
Don't know	217	211	217	209	217	16	217	122	71	-	217	9	209	209	-	9	-
	9%	9%	9%	9%	9%	8%	9%	8%	7%	-%	9%	12%	9%	9%	-%	12%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2518	282	2223	864	561	89	306	473	98	31	1051	1458	85	286	1110	1396	1122
Effective Weighted Sample	2046	226	1892	643	483	77	257	408	82	24	801	1238	67	243	914	1148	899
Total	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
Very likely to still pay for a landline service	581 24%	31 28%	548 23%	203 27% dgk	118 19%	32 36% dgk	85 28% dgk	86 17%	23 25%	6 22%	259 28% dgk	320 21%	26 32% dgk	81 24%	250 24%	331 24%	251 23%
Fairly likely to still pay for a landline service	424 17%	25 23% b	397 17%	144 19% dl	85 14%	10 12%	56 18% l	105 21% dl	12 13%	7 28% l	166 18% l	257 17% l	5 6%	48 14%	188 18%	236 17%	188 17%
TOTAL LIKELY TO STILL PAY FOR A LANDLINE SERVICE	1005 41%	56 52% b	945 40%	347 46% dgk	203 33%	42 48% d	141 46% dgk	190 38%	36 39%	13 50%	425 46% dgk	578 38%	31 38%	129 39%	437 43%	566 42%	439 40%
Fairly unlikely to still pay for a landline service	299 12%	18 16%	278 12%	87 12%	77 13%	6 6%	38 13%	65 13%	10 11%	3 12%	103 11%	193 13%	10 12%	35 11%	143 14% p	178 13%	120 11%
Very unlikely to still pay for a landline service	948 38%	22 20%	924 39% a	248 33%	291 48% cfgjk	32 37%	93 31%	201 40% cf	39 42%	7 28%	319 34%	629 41% cfj	34 42%	146 44% no	356 35%	503 37%	445 40% n
TOTAL UNLIKELY TO STILL PAY FOR A LANDLINE SERVICE	1246 50%	39 36%	1202 51% a	335 45%	368 61% cefgijk	38 43%	132 43%	266 52% cfj	49 53%	10 40%	422 45%	822 54% cfj	44 54%	182 54%	499 49%	681 50%	565 51%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

		PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER									SWITCHING LANDLINE			
											BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET					
		DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE			OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	282	2223	864	561	89	306	473	98	31	1051	1458	85	286	1110	1396	1122
Effective Weighted Sample	2046	226	1892	643	483	77	257	408	82	24	801	1238	67	243	914	1148	899
Total	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
Don't know	217	13	199	67	36	7	32	51	8	3	83	129	7	23	87	110	107
	9%	12%	8%	9%	6%	8%	11% d	10% d	9%	10%	9%	8%	8%	7%	8%	8%	10%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	651	1542	467	509	949	1836	318	364	1018	1879	298	341	1171	1835	309	289
Effective Weighted Sample	2046	521	1240	377	441	778	1476	260	322	827	1512	244	302	1012	1521	228	229
Total	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
Very likely to still pay for a landline service	581 24%	286 49% bcd	481 34% cd	55 12% d	46 8%	354 42% fgh	510 30% gh	38 11%	34 8%	382 42% jkl	514 30% kl	38 12%	30 7%	225 18%	350 19%	102 38% mn	103 38% mn
Fairly likely to still pay for a landline service	424 17%	112 19% cd	344 24% acd	51 11% d	28 5%	180 21% gh	377 22% gh	28 8% h	19 4%	195 21% kl	388 22% kl	20 6%	16 4%	169 13%	296 16%	62 23% mn	47 17%
TOTAL LIKELY TO STILL PAY FOR A LANDLINE SERVICE	1005 41%	399 68% bcd	825 58% cd	106 24% d	74 12%	534 63% fgh	886 52% gh	66 20% h	53 12%	576 63% jkl	902 52% kl	58 18% l	46 11%	394 31%	646 35%	164 61% mn	150 56% mn
Fairly unlikely to still pay for a landline service	299 12%	59 10% d	180 13% d	79 18% abd	39 6%	91 11% h	222 13% h	52 16% eh	25 6%	100 11% l	233 13% l	48 15% l	18 4%	155 12%	249 13% p	24 9%	21 8%
Very unlikely to still pay for a landline service	948 38%	71 12%	255 18% a	228 51% ab	465 77% abc	148 17%	405 24% e	191 57% ef	351 79% efg	157 17%	419 24% i	189 59% ij	340 81% ijk	632 50% nop	813 44% op	52 19%	70 26%
TOTAL UNLIKELY TO STILL PAY FOR A LANDLINE SERVICE	1246 50%	130 22%	435 31% a	307 69% ab	504 83% abc	240 28%	627 37% e	244 73% ef	376 85% efg	257 28%	651 38% i	237 74% ij	358 86% ijk	787 62% nop	1062 57% op	76 28%	91 34%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	651	1542	467	509	949	1836	318	364	1018	1879	298	341	1171	1835	309	289
Effective Weighted Sample	2046	521	1240	377	441	778	1476	260	322	827	1512	244	302	1012	1521	228	229
Total	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
Don't know	217	58	157	35	26	78	178	24	15	82	179	24	14	81	150	30	28
	9%	10%	11%	8%	4%	9%	11%	7%	3%	9%	10%	8%	3%	6%	8%	11%	11%
		d	d	d		h	h	h		l	l	l				m	m

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	TOTAL AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2518	767	1223	704	949	346	402	205	681	1260	110	1417	617	483	257	93
Effective Weighted Sample	2046	649	1004	585	774	273	332	168	555	1077	81	1177	512	400	208	82
Total	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
Very likely to still pay for a landline service	581	51	90	375	444	47	183	67	273	160	35	284	191	107	76	28
	24%	6%	7%	59%	51%	14%	51%	35%	44%	12%	35%	18%	41%	23%	28%	29%
				abde	abe	ab	gij	i	gi		i		km	k		
Fairly likely to still pay for a landline service	424	46	145	112	192	87	73	47	128	152	33	258	100	66	41	19
	17%	5%	12%	18%	22%	25%	20%	25%	21%	11%	32%	17%	22%	14%	15%	20%
			a	ab	abc	abc	i	i	i		fhi		km			
TOTAL LIKELY TO STILL PAY FOR A LANDLINE SERVICE	1005	97	235	487	636	134	257	113	400	312	68	542	291	172	117	47
	41%	12%	19%	77%	73%	39%	71%	60%	65%	23%	67%	35%	63%	38%	44%	49%
			a	abe	abe	ab	gi	i	i		i		km			
Fairly unlikely to still pay for a landline service	299	65	172	25	60	67	29	19	60	178	6	204	41	54	37	7
	12%	8%	14%	4%	7%	19%	8%	10%	10%	13%	5%	13%	9%	12%	14%	7%
		c	acd		c	abcd				fhj		l				
Very unlikely to still pay for a landline service	948	643	780	67	98	71	45	29	92	771	13	674	88	185	90	37
	38%	77%	62%	11%	11%	21%	12%	15%	15%	57%	13%	44%	19%	40%	34%	39%
		bcde	cde			cd				fghj		l		l		
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 69**

**Q47. SHOWCARD** If you could buy broadband as a standalone service without needing to have a landline, how likely would you be to still pay for a landline assuming some price drop for the landline service? (SINGLE CODE)

Base : Those with fixed broadband

PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS			
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2518	767	1223	704	949	346	402	205	681	1260	110	1417	617	483	257	93
Effective Weighted Sample	2046	649	1004	585	774	273	332	168	555	1077	81	1177	512	400	208	82
Total	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
TOTAL UNLIKELY TO STILL PAY FOR A LANDLINE SERVICE	1246	709	952	93	157	137	74	48	152	950	19	878	129	239	128	44
	50%	85%	76%	15%	18%	40%	20%	26%	25%	70%	19%	57%	28%	52%	47%	46%
		bcde	cde			cd				fg	h	i		j		
Don't know	217	33	68	54	76	73	32	27	66	90	15	128	43	46	24	5
	9%	4%	5%	8%	9%	21%	9%	14%	11%	7%	14%	8%	9%	10%	9%	5%
				ab	ab	abcd		i	i		i					

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 70**

**Q48. SHOWCARD** So if you could buy broadband as a standalone service without needing to have a landline... How much cheaper per month would your landline bill need to be in order for you choose to keep your landline? IF NECESSARY - So, in pounds, what saving would you need to see on your monthly landline bill for you to keep your landline rather than just have broadband? (SINGLE CODE)

Base : Those with fixed broadband

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2518	1220	1298	192	403	450	475	432	373	193	853	566	758	717	475	567	294	273	
Effective Weighted Sample	2046	1005	1041	172	346	382	392	346	310	162	715	472	587	589	405	474	254	220	
Total	2469	1216	1252	244	525	443	472	346	279	160	969	439	737	701	522	508	280	228	
Up to £5	166	82	84	21	49	29	35	12	15	5	78	21	54	49	40	23	17	6	
	7%	7%	7%	9%	9%	7%	7%	3%	6%	3%	8%	5%	7%	7%	8%	5%	6%	3%	
				gi	gik	g	g				gik		q	q	q				
£6-£10	429	217	213	46	92	87	85	59	43	17	179	59	141	126	89	73	44	29	
	17%	18%	17%	19%	18%	20%	18%	17%	15%	10%	18%	14%	19%	18%	17%	14%	16%	13%	
				i	i	ik	i	i			ik		oq						
£11-£20	401	219	182	51	89	84	77	42	42	16	173	58	117	107	81	96	55	41	
	16%	18%	15%	21%	17%	19%	16%	12%	15%	10%	18%	13%	16%	15%	15%	19%	20%	18%	
		b		gik	i	gik					gik								
Over £20	88	39	50	9	21	17	22	12	6	*	39	7	28	33	17	11	9	3	
	4%	3%	4%	4%	4%	4%	5%	4%	2%	1%	4%	2%	4%	5%	3%	2%	3%	1%	
				i	ik	ik	ik	i			ik			oq					
Would not need to be cheaper/ Would keep our landline/ Would not consider only having broadband																			
	509	259	249	31	93	65	99	83	76	61	159	137	168	133	105	103	55	48	
	21%	21%	20%	13%	18%	15%	21%	24%	27%	38%	16%	31%	23%	19%	20%	20%	20%	21%	
							ce	cdej	cdej	cdefghj		cdefgj							
Don't know	875	401	474	85	181	161	153	137	97	61	342	157	228	255	191	201	99	101	
	35%	33%	38%	35%	34%	36%	33%	40%	35%	38%	35%	36%	31%	36%	37%	40%	36%	44%	
			a				f									l		Imp	
Mean £s per month	13.4	13.3	13.5	13.0	12.9	13.6	13.7	13.9	13.6	12.8	13.2	13.4	13.4	13.5	13.2	13.3	13.2	13.5	
Standard deviation	8.82	8.27	9.37	6.94	8.62	8.70	9.03	8.98	10.18	10.87	8.65	10.34	9.48	9.15	9.30	6.30	6.90	5.24	
Standard error	.27	.35	.40	.69	.62	.58	.61	.71	.88	1.57	.42	.77	.52	.51	.66	.42	.61	.54	
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																			

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 70**

**Q48. SHOWCARD** So if you could buy broadband as a standalone service without needing to have a landline... How much cheaper per month would your landline bill need to be in order for you choose to keep your landline? IF NECESSARY - So, in pounds, what saving would you need to see on your monthly landline bill for you to keep your landline rather than just have broadband? (SINGLE CODE)

Base : Those with fixed broadband

	SEG & AGE					INCOME					REF'D/ DK	COUNTRY				URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	440	1510	126	441	421	387	372	310	241	787	2108	219	126	65	2124	394
Effective Weighted Sample	2046	368	1235	105	374	343	308	293	243	180	684	1744	201	109	59	1744	302
Total	2469	348	1613	91	417	392	365	382	301	238	791	2088	121	181	78	2111	358
Up to £5	166 7%	19 5%	124 8% c	2 2%	21 5%	14 4%	30 8% e	27 7%	25 8% e	17 7%	54 7% e	152 7%	9 7%	5 3%	1 1%	152 7% p	14 4%
£6-£10	429 17%	53 15% c	303 19% c	6 7%	67 16% c	65 17%	55 15%	75 20%	51 17%	51 22%	132 17%	386 18% lm	14 12%	20 11%	10 12%	368 17%	62 17%
£11-£20	401 16%	47 13%	258 16%	11 12%	85 20% ab	68 17%	60 17%	65 17%	53 18%	37 15%	119 15%	341 16%	28 23% km	19 10%	13 17%	346 16%	55 15%
Over £20	88 4%	6 2%	71 4% a	1 1%	11 3%	8 2%	5 2%	17 4% f	17 6% ef	9 4%	33 4% f	71 3%	7 6% k	7 4%	3 4%	70 3%	18 5%
Would not need to be cheaper/ Would keep our landline/ Would not consider only having broadband	509 21%	114 33% bd	292 18%	23 25%	80 19%	92 24% j	81 22% j	73 19%	67 22%	62 26% j	134 17%	424 20%	22 19%	37 20%	25 32% kl	402 19%	107 30% o
Don't know	875 35%	109 31%	565 35%	48 53% abd	153 37%	145 37% i	134 37% i	126 33%	89 29%	63 26%	320 40% ghi	714 34%	40 33%	94 52% kln	27 35%	773 37% p	103 29%
Mean £s per month	13.4	13.3	13.4	13.6	13.3	13.5	12.3	13.3	13.6	13.4	13.8	13.1	16.1 k	14.7	15.7	13.2	14.7 o
Standard deviation	8.82	10.88	9.03	6.02	6.34	8.06	7.54	8.01	8.13	10.18	9.86	8.48	13.31	9.31	6.21	8.86	8.49
Standard error	.27	.88	.34	1.12	.46	.62	.61	.60	.68	.93	.55	.28	1.31	1.55	1.29	.29	.68
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

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**Table 70**

**Q48. SHOWCARD** So if you could buy broadband as a standalone service without needing to have a landline... How much cheaper per month would your landline bill need to be in order for you choose to keep your landline? IF NECESSARY - So, in pounds, what saving would you need to see on your monthly landline bill for you to keep your landline rather than just have broadband? (SINGLE CODE)

Base : Those with fixed broadband

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	k	l	m	*n	o	*p
Unweighted total	2518	2425	2518	2433	2518	197	2518	1480	1038	-	2518	85	2433	2433	-	85	-
Effective Weighted Sample	2046	1969	2046	1978	2046	157	2046	1215	853	-	2046	70	1978	1978	-	70	-
Total	2469	2359	2469	2398	2469	203	2469	1479	1055	-	2469	71	2398	2398	-	71	-
Up to £5	166	157	166	162	166	19	166	100	86	-	166	4	162	162	-	4	-
	7%	7%	7%	7%	7%	9%	7%	7%	8%	-%	7%	6%	7%	7%	-%	6%	-%
£6-£10	429	413	429	422	429	49	429	255	205	-	429	7	422	422	-	7	-
	17%	17%	17%	18%	17%	24%	17%	17%	19%	-%	17%	10%	18%	18%	-%	10%	-%
						abcdfg											
£11-£20	401	384	401	396	401	40	401	242	176	-	401	5	396	396	-	5	-
	16%	16%	16%	17%	16%	20%	16%	16%	17%	-%	16%	7%	17%	17%	-%	7%	-%
											ko		ko	ko			
Over £20	88	80	88	87	88	8	88	56	43	-	88	1	87	87	-	1	-
	4%	3%	4%	4%	4%	4%	4%	4%	4%	-%	4%	2%	4%	4%	-%	2%	-%
Would not need to be cheaper/ Would keep our landline/ Would not consider only having broadband	509	494	509	486	509	28	509	315	193	-	509	22	486	486	-	22	-
	21%	21%	21%	20%	21%	14%	21%	21%	18%	-%	21%	32%	20%	20%	-%	32%	-%
		e	e		e		e	e				ilm				ilm	
Don't know	875	831	875	845	875	59	875	510	352	-	875	31	845	845	-	31	-
	35%	35%	35%	35%	35%	29%	35%	34%	33%	-%	35%	44%	35%	35%	-%	44%	-%
Mean £s per month	13.4	13.3	13.4	13.4	13.4	12.6	13.4	13.7	13.5	-	13.4	11.2	13.4	13.4	-	11.2	-
Standard deviation	8.82	8.55	8.82	8.85	8.82	7.05	8.82	9.09	9.88	-	8.82	6.72	8.85	8.85	-	6.72	-
Standard error	.27	.27	.27	.27	.27	.68	.27	.36	.45	-	.27	1.43	.27	.27	-	1.43	-
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 70**

**Q48. SHOWCARD** So if you could buy broadband as a standalone service without needing to have a landline... How much cheaper per month would your landline bill need to be in order for you choose to keep your landline? IF NECESSARY - So, in pounds, what saving would you need to see on your monthly landline bill for you to keep your landline rather than just have broadband? (SINGLE CODE)

Base : Those with fixed broadband

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER							SWITCHING LANDLINE						
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	282	2223	864	561	89	306	473	98	31	1051	1458	85	286	1110	1396	1122
Effective Weighted Sample	2046	226	1892	643	483	77	257	408	82	24	801	1238	67	243	914	1148	899
Total	2469	108	2346	750	607	88	305	508	92	25	929	1529	82	334	1024	1358	1111
Up to £5	166 7%	6 5%	158 7%	51 7%	42 7%	7 8%	18 6%	34 7%	7 7%	3 10%	64 7%	100 7%	4 5%	30 9%	61 6%	92 7%	74 7%
£6-£10	429 17%	15 14%	408 17%	115 15%	111 18%	17 20%	58 19%	77 15%	28 30%	3 12%	160 17%	264 17%	15 18%	53 16%	180 18%	233 17%	196 18%
£11-£20	401 16%	13 12%	386 16%	130 17%	83 14%	9 11%	55 18%	94 18%	13 15%	4 16%	153 16%	248 16%	12 14%	62 19%	171 17%	233 17%	168 15%
Over £20	88 4%	2 2%	86 4%	37 5%	27 4%	2 3%	6 2%	15 3%	- -%	1 2%	40 4%	49 3%	1 1%	17 5%	31 3%	48 4%	41 4%
Would not need to be cheaper/ Would keep our landline/ Would not consider only having broadband	509 21%	34 31% b	475 20%	166 22%	123 20%	17 19%	55 18%	105 21%	16 17%	4 17%	198 21%	310 20%	23 28%	67 20%	224 22%	291 21%	217 20%
Don't know	875 35%	38 36%	832 35%	251 33%	222 37%	35 40%	113 37%	183 36%	28 31%	11 42%	314 34%	557 36%	28 34%	105 31%	356 35%	461 34%	415 37%
Mean £s per month	13.4	13.3	13.4	14.2 h	13.5 h	11.7	12.8 h	13.9 h	10.6	11.4	13.6 h	13.3 h	10.8	14.2	13.3	13.6	13.2
Standard deviation	8.82	8.99	8.84	9.29	9.31	10.15	6.55	9.58	4.63	6.87	9.03	8.71	5.05	10.92	9.24	9.71	7.54
Standard error	.27	.93	.28	.48	.60	1.74	.57	.67	.68	1.77	.42	.35	.92	.94	.43	.40	.34
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 70**

**Q48. SHOWCARD** So if you could buy broadband as a standalone service without needing to have a landline... How much cheaper per month would your landline bill need to be in order for you choose to keep your landline? IF NECESSARY - So, in pounds, what saving would you need to see on your monthly landline bill for you to keep your landline rather than just have broadband? (SINGLE CODE)

Base : Those with fixed broadband

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2518	651	1542	467	509	949	1836	318	364	1018	1879	298	341	1171	1835	309	289
Effective Weighted Sample	2046	521	1240	377	441	778	1476	260	322	827	1512	244	302	1012	1521	228	229
Total	2469	587	1416	448	604	852	1691	333	444	915	1732	319	418	1263	1858	271	269
Up to £5	166	26	82	40	44	44	101	27	37	48	102	28	36	86	130	18	14
	7%	4%	6%	9%	7%	5%	6%	8%	8%	5%	6%	9%	9%	7%	7%	7%	5%
				ab					e			i	i				
£6-£10	429	84	238	101	90	128	300	67	62	142	308	64	58	246	351	43	28
	17%	14%	17%	23%	15%	15%	18%	20%	14%	16%	18%	20%	14%	19%	19%	16%	10%
				abd										p	p		
£11-£20	401	79	213	70	118	129	263	61	77	134	275	54	72	244	345	27	25
	16%	13%	15%	16%	20%	15%	16%	18%	17%	15%	16%	17%	17%	19%	19%	10%	9%
				ab										op	op		
Over £20	88	21	58	12	19	30	66	10	13	33	67	10	11	56	78	5	5
	4%	4%	4%	3%	3%	4%	4%	3%	3%	4%	4%	3%	3%	4%	4%	2%	2%
														o			
Would not need to be cheaper/ Would keep our landline/ Would not consider only having broadband	509	156	319	72	117	206	367	56	85	223	374	50	85	195	303	75	108
	21%	27%	23%	16%	19%	24%	22%	17%	19%	24%	22%	16%	20%	15%	16%	28%	40%
		cd	c			g				k	k					mn	mno
Don't know	875	221	507	153	216	314	594	112	170	335	607	113	155	435	651	103	90
	35%	38%	36%	34%	36%	37%	35%	34%	38%	37%	35%	35%	37%	34%	35%	38%	33%
Mean £s per month	13.4	14.0	13.9	12.0	13.5	13.8	13.7	12.4	13.2	13.8	13.7	12.2	13.2	13.8	13.6	11.9	13.3
		c	c		c									o			
Standard deviation	8.82	9.64	9.41	6.47	9.07	9.16	8.97	6.64	9.83	9.45	8.89	6.65	10.04	8.68	8.63	8.50	11.53
Standard error	.27	.64	.38	.43	.59	.48	.32	.53	.79	.48	.32	.55	.83	.36	.29	.80	1.36
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 70**

**Q48. SHOWCARD** So if you could buy broadband as a standalone service without needing to have a landline... How much cheaper per month would your landline bill need to be in order for you choose to keep your landline? IF NECESSARY - So, in pounds, what saving would you need to see on your monthly landline bill for you to keep your landline rather than just have broadband? (SINGLE CODE)

Base : Those with fixed broadband

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		STRONGLY	STRONGLY													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2518	767	1223	704	949	346	402	205	681	1260	110	1417	617	483	257	93
Effective Weighted Sample	2046	649	1004	585	774	273	332	168	555	1077	81	1177	512	400	208	82
Total	2469	839	1255	633	870	344	363	188	618	1353	101	1548	463	457	269	96
Up to £5	166	55	93	32	51	22	22	17	46	98	3	121	21	23	18	8
	7%	7%	7%	5%	6%	6%	6%	9%	7%	7%	3%	8%	5%	5%	7%	8%
£6-£10	429	150	241	81	132	57	50	23	86	276	20	286	63	80	46	20
	17%	18%	19%	13%	15%	17%	14%	12%	14%	20%	19%	18%	14%	17%	17%	20%
		c	cd							fgh		l				
£11-£20	401	176	237	70	111	53	51	24	84	256	9	259	64	78	51	20
	16%	21%	19%	11%	13%	15%	14%	13%	14%	19%	9%	17%	14%	17%	19%	21%
		cde	cd							fhj						
Over £20	88	37	56	15	20	13	12	3	17	57	3	66	9	14	14	5
	4%	4%	4%	2%	2%	4%	3%	1%	3%	4%	3%	4%	2%	3%	5%	6%
		d	cd									l				
Would not need to be cheaper/ Would keep our landline/ Would not consider only having broadband	509	139	191	216	271	47	91	43	147	219	38	294	138	77	54	18
	21%	17%	15%	34%	31%	14%	25%	23%	24%	16%	38%	19%	30%	17%	20%	19%
				abe	abe		i	i	i		fghi		km			
Don't know	875	281	437	219	286	152	136	79	238	448	28	521	168	186	87	25
	35%	34%	35%	35%	33%	44%	37%	42%	39%	33%	28%	34%	36%	41%	32%	26%
						abcd		ij	i					k		
Mean £s per month	13.4	14.0	13.7	13.5	13.0	13.1	13.6	11.7	12.8	13.5	13.6	13.5	13.6	13.0	14.0	14.2
Standard deviation	8.82	8.92	9.08	10.27	9.17	6.65	9.71	6.95	8.88	8.86	10.75	9.07	9.98	6.64	7.26	8.62
Standard error	.27	.45	.37	.70	.51	.55	.81	.80	.56	.35	1.72	.35	.69	.46	.66	1.26
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

**OFCEM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Working full time (30hrs/wk+)	1219	741	478	101	330	289	315	163	19	2	619	21	418	378	297	126	124	3
	44%	54%	34%	40%	60%	62%	62%	43%	6%	1%	61%	3%	53%	50%	48%	20%	38%	1%
		b		hik	cghik	cghik	cghik	hik	i		cghik	i	opq	opq	opq	q	oq	
Working part time (8-29 hrs/wk)	423	90	333	40	100	106	90	57	26	5	206	30	109	129	92	94	88	5
	15%	7%	23%	16%	18%	23%	18%	15%	8%	2%	20%	5%	14%	17%	15%	15%	27%	2%
			a	hik	hik	ghik	hik	hik	i		ghik	i	q	q	q	q	lmnoq	
Not working (i.e. under 8hrs/wk) - retired	632	358	273	2	-	1	10	92	272	255	1	527	186	144	148	153	40	113
	23%	26%	19%	1%	-%	*%	2%	24%	81%	89%	*%	85%	24%	19%	24%	25%	12%	39%
		b					dej	cdefj	cdefgj	cdefghj		cdefgj	mp	p	mp	mp		lmnop
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	107	63	44	11	38	19	22	14	2	1	57	2	7	11	10	80	17	62
	4%	5%	3%	5%	7%	4%	4%	4%	1%	*%	6%	*%	1%	1%	2%	13%	5%	21%
				hik	hik	hik	hik	hik			hik					lmnp	lmn	lmnop
Not working (i.e. under 8hrs/wk) - student	106	48	58	75	16	2	8	3	-	1	19	1	24	54	9	18	15	3
	4%	3%	4%	30%	3%	*%	2%	1%	-%	*%	2%	*%	3%	7%	1%	3%	5%	1%
				defghijk	eghik		hk				hk			lnoq			nq	
Not working (i.e. under 8hrs/wk)-housewife/ disabled/ other	297	64	233	24	69	50	63	51	16	25	119	40	44	40	63	148	44	104
	11%	5%	16%	9%	12%	11%	12%	13%	5%	9%	12%	6%	6%	5%	10%	24%	13%	36%
			a	h	hk	hk	hk	hk		h	hk				lm	lmnp	lm	lmnop

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

		GENDER		AGE									SEG					
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Don't know	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-
	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

		SEG & AGE				INCOME					COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Working full time (30hrs/wk+)	1219	21	1072	-	126	80	166	223	215	172	363	1047	55	70	47	1051	169
	44%	5%	63%	-%	27%	16%	42%	56%	70%	71%	38%	45%	39%	31%	56%	44%	43%
		c	acd		ac		e	efj	efgj	efgj	e	m		lm			
Working part time (8-29 hrs/wk)	423	27	303	3	90	83	65	77	43	31	124	358	17	35	13	368	55
	15%	6%	18%	2%	19%	17%	16%	19%	14%	13%	13%	15%	13%	16%	15%	15%	14%
			ac		ac			j									
Not working (i.e. under 8hrs/wk) - retired	632	395	83	132	21	159	109	66	25	22	250	514	45	59	13	519	112
	23%	85%	5%	85%	5%	33%	27%	17%	8%	9%	26%	22%	32%	27%	16%	22%	29%
		bd		bd		ghij	ghi	hi			ghi		kn				o
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	107	-	28	2	77	53	12	3	2	3	35	83	4	18	2	92	15
	4%	-%	2%	2%	17%	11%	3%	1%	1%	1%	4%	4%	3%	8%	2%	4%	4%
			a	a	abc	fghij	g				gh			kl			
Not working (i.e. under 8hrs/wk) - student	106	1	86	-	18	22	6	8	4	4	62	94	10	-	1	101	5
	4%	*%	5%	-%	4%	4%	1%	2%	1%	2%	7%	4%	7%	-%	2%	4%	1%
			ac		ac	fh					fghi	m	km			p	
Not working (i.e. under 8hrs/wk)- housewife/ disabled/ other	297	22	125	18	130	92	43	21	19	9	113	242	8	40	7	264	33
	11%	5%	7%	12%	28%	19%	11%	5%	6%	4%	12%	10%	6%	18%	8%	11%	9%
				a	abc	fghij	ghi				ghi	l		kl			

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Don't know	*	-	*	-	-	-	-	-	-	-	*	*	-	-	-	*	-
	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCom NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Working full time (30hrs/wk+)	1219 44%	1163 44%	1219 44%	1196 46%	1152 47% a	117 51%	1160 46%	778 50% abc	574 53% abcdf	68 21% p	1152 47% iknop	23 15%	1196 46% iknop	1137 47% iknop	59 26% kp	15 21%	8 9%
Working part time (8-29 hrs/wk)	423 15%	410 15%	423 15%	415 16%	396 16%	41 18%	401 16%	271 17%	174 16%	27 9%	396 16% ikp	9 5%	415 16% ikp	390 16% ikp	25 11% p	6 9%	2 2%
Not working (i.e. under 8hrs/wk) - retired	632 23% cdefgh	631 24% cdefgh	632 23% cdefgh	529 20% egh	463 19% eh	27 12%	471 19% eh	264 17% h	138 13%	168 53% jlm	463 19%	102 64% ijlmn	529 20%	426 18%	103 45% jlm	37 53% jlm	65 74% ijlmno
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	107 4% h	100 4%	107 4%	101 4%	98 4% h	6 3%	98 4%	50 3%	27 2%	9 3%	98 4%	6 4%	101 4%	93 4%	8 4%	5 7%	1 1%
Not working (i.e. under 8hrs/wk) - student	106 4%	84 3%	106 4%	106 4%	100 4%	10 4%	101 4%	49 3%	55 5% ag	6 2%	100 4% k	- -%	106 4% k	100 4% k	6 3%	- -%	- -%
Not working (i.e. under 8hrs/wk)- housewife/ disabled/ other	297 11%	286 11%	297 11%	278 11%	259 11%	30 13%	265 11%	157 10%	106 10%	37 12%	259 11%	19 12%	278 11%	252 11%	25 11%	7 10%	12 14%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Don't know	*	*	*	*	*	-	*	-	-	-	*	-	*	*	-	-	-
	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER								SWITCHING LANDLINE						
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Working full time (30hrs/wk+)	1219	45	1100	363	341	39	130	259	41	5	443	770	35	167	505	672	547
	44%	42%	47%	39%	52%	43%	40%	47%	43%	13%	40%	46%	36%	49%	45%	46%	42%
				i	cfijkl	i	i	cij	i		i	cij	i	p		p	
Working part time (8-29 hrs/wk)	423	13	382	124	109	16	46	93	16	4	155	268	16	69	173	241	182
	15%	12%	16%	13%	17%	18%	14%	17%	17%	11%	14%	16%	17%	20%	15%	16%	14%
														p			
Not working (i.e. under 8hrs/wk) - retired	632	34	425	296	82	14	70	91	25	21	335	294	30	39	275	314	318
	23%	32%	18%	32%	13%	15%	22%	17%	27%	55%	30%	18%	32%	11%	24%	21%	24%
		b		defgk			d		dgk	cdefghijkl	defgk	d	degk		m	m	m
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	107	2	96	27	29	6	14	18	4	5	36	71	4	9	41	50	57
	4%	2%	4%	3%	5%	6%	4%	3%	4%	14%	3%	4%	5%	2%	4%	3%	4%
										cdfgjk							
Not working (i.e. under 8hrs/wk) - student	106	1	99	32	23	6	14	25	2	-	40	66	3	14	33	47	58
	4%	1%	4%	3%	4%	7%	4%	5%	2%	-%	4%	4%	3%	4%	3%	3%	4%
			a														

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Not working (i.e. under 8hrs/wk)- housewife/ disabled/ other	297 11%	13 12%	244 10%	87 9%	67 10%	10 11%	47 15% cj	65 12%	6 7%	3 8%	103 9%	190 11%	7 8%	48 14% n	96 9%	144 10%	153 12% n
Don't know	* *%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	* *%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Working full time (30hrs/wk+)	1219	224	624	243	352	344	751	193	276	371	767	189	263	731	1006	97	93
	44%	32%	37%	50%	55%	34%	38%	54%	59%	34%	38%	56%	59%	54%	50%	31%	31%
		a	ab	ab			e	ef	ef		i	ij	ij	op	op		
Working part time (8-29 hrs/wk)	423	85	222	76	125	134	281	63	80	142	288	60	75	233	335	39	40
	15%	12%	13%	16%	20%	13%	14%	18%	17%	13%	14%	18%	17%	17%	17%	12%	13%
				ab													
Not working (i.e. under 8hrs/wk) - retired	632	271	544	68	19	358	588	37	6	383	597	29	5	123	280	129	120
	23%	38%	33%	14%	3%	36%	30%	10%	1%	35%	30%	9%	1%	9%	14%	41%	39%
		bcd	cd	d		fgh	gh	h		jkl	kl	l			m	mn	mn
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	107	28	56	26	26	42	74	11	22	45	76	12	19	46	78	12	11
	4%	4%	3%	5%	4%	4%	4%	3%	5%	4%	4%	4%	4%	3%	4%	4%	4%
Not working (i.e. under 8hrs/wk) - student	106	14	46	16	44	16	51	13	41	19	55	11	40	66	89	6	10
	4%	2%	3%	3%	7%	2%	3%	4%	9%	2%	3%	3%	9%	5%	4%	2%	3%
				abc				e	efg				ijk	o			
Not working (i.e. under 8hrs/wk)- housewife/ disabled/ other	297	86	175	54	68	114	213	40	44	126	218	38	41	154	214	33	30
	11%	12%	10%	11%	11%	11%	11%	11%	9%	12%	11%	11%	9%	11%	11%	11%	10%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Don't know	*	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-	-
	%	-%	%	-%	-%	-%	%	-%	-%	-%	%	-%	-%	-%	%	-%	-%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY	STRONGLY	TOTAL	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
		AGREE	DISAGREE	DISAGREE	DK											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Working full time (30hrs/wk+)	1219	467	708	225	325	186	132	86	247	751	44	1219	-	-	172	66
	44%	53%	54%	28%	30%	48%	27%	33%	30%	54%	38%	74%	-%	-%	62%	66%
		cd	cd			cd				fghj	f	lm				
Working part time (8-29 hrs/wk)	423	163	223	85	140	60	54	45	112	232	15	423	-	-	66	20
	15%	19%	17%	10%	13%	15%	11%	17%	13%	17%	13%	26%	-%	-%	24%	20%
		cd	cd			c		f		f		lm				
Not working (i.e. under 8hrs/wk) - retired	632	65	121	380	443	68	221	81	324	144	40	-	632	-	6	3
	23%	7%	9%	47%	41%	18%	45%	32%	39%	10%	34%	-%	100%	-%	2%	3%
				abde	abe	ab	ghi	i	i		i		km			
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	107	41	58	28	37	12	14	9	28	60	7	-	-	107	2	1
	4%	5%	4%	3%	3%	3%	3%	3%	3%	4%	6%	-%	-%	21%	1%	1%
														kl		
Not working (i.e. under 8hrs/wk) - student	106	56	75	4	15	16	15	3	19	75	1	-	-	106	9	3
	4%	6%	6%	1%	1%	4%	3%	1%	2%	5%	1%	-%	-%	21%	3%	3%
		cd	cd			cd				fgh				kl		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 71**

**Q49. What is your working status? (SINGLE CODE)**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		TOTAL DISAGREE	NEITHER/	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
		AGREE	DISAGREE													
		AGREE	DISAGREE													
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Not working (i.e. under 8hrs/wk)-housewife/ disabled/ other	297 11%	87 10%	134 10%	94 12%	118 11%	45 12%	55 11%	34 13%	104 12%	135 10%	10 9%	- -%	- -%	297 58% kl	21 8%	6 6%
Don't know	* %	- -%	* %	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o																

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 72**

**Q50. Do you or does anyone else in your household operate as self-employed or run a business from your home?**

Base : All respondents

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Yes, someone is self-employed	276	125	150	20	55	72	85	31	10	2	127	12	85	72	87	32	31	1
	10%	9%	11%	8%	10%	15%	17%	8%	3%	1%	12%	2%	11%	9%	14%	5%	9%	1%
				hik	hik	cdghik	cdghijk	hik	i		ghik		oq	oq	mopq	q	oq	
Yes, a business is run from home	99	60	39	4	11	26	30	18	12	-	37	12	48	30	18	3	3	-
	4%	4%	3%	1%	2%	5%	6%	5%	4%	-%	4%	2%	6%	4%	3%	1%	1%	-%
		b			i	cdik	cdik	dik	i		i	i	nopq	opq	oq			
No	2447	1196	1251	231	492	378	408	337	315	286	870	601	668	667	523	585	297	289
	88%	88%	88%	91%	89%	81%	80%	89%	94%	99%	85%	97%	85%	88%	85%	95%	90%	99%
				efj	ef			ef	defgj	cdefghjk	f	cdefgj				lmnp	ln	lmnop

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 72**

**Q50. Do you or does anyone else in your household operate as self-employed or run a business from your home?**

Base : All respondents

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Yes, someone is self-employed	276	9	234	3	29	30	34	52	40	43	76	240	9	15	11	227	49
	10%	2%	14%	2%	6%	6%	9%	13%	13%	18%	8%	10%	7%	7%	14%	9%	13%
			acd		ac			ej	ej	efj							
Yes, a business is run from home	99	12	84	-	3	3	11	14	20	18	33	95	1	2	1	77	22
	4%	3%	5%	-%	1%	1%	3%	4%	6%	8%	4%	4%	1%	1%	2%	3%	6%
		cd	acd				e	e	ef	efj	e	l				o	
No	2447	448	1411	153	433	459	364	335	257	187	845	2040	129	205	72	2116	331
	88%	96%	83%	98%	93%	94%	91%	84%	83%	78%	89%	87%	93%	92%	86%	88%	85%
		b		bd	b	ghij	ghi				ghi		k				

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 72**

**Q50. Do you or does anyone else in your household operate as self-employed or run a business from your home?**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Yes, someone is self-employed	276	268	276	272	269	31	271	185	136	6	269	4	272	266	6	4	-
	10%	10%	10%	10%	11%	13%	11%	12%	13%	2%	11%	2%	10%	11%	3%	5%	-%
									ab		iknp		iknp	iknp		p	
Yes, a business is run from home	99	99	99	95	96	9	97	55	68	3	96	4	95	94	1	2	2
	4%	4%	4%	4%	4%	4%	4%	4%	6%	1%	4%	3%	4%	4%	1%	3%	2%
									abcdfg		in		in	in			
No	2447	2345	2447	2295	2140	194	2166	1353	896	307	2140	152	2295	2074	220	66	86
	88%	88%	88%	87%	87%	84%	87%	86%	83%	97%	87%	96%	87%	87%	97%	93%	98%
		h	h	h	h		h			jlm		jlm			jlm		jlm

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 72**

**Q50. Do you or does anyone else in your household operate as self-employed or run a business from your home?**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Yes, someone is self-employed	276	11	257	85	65	11	23	65	14	*	110	165	11	53	108	161	115
	10%	10%	11%	9%	10%	12%	7%	12% f	14% fi	1%	10%	10%	12%	15% np	10%	11%	9%
Yes, a business is run from home	99	3	93	32	24	8	4	16	5	-	45	54	10	17	41	58	42
	4%	3%	4%	3%	4%	8% cfgk	1%	3%	6% f	-%	4% f	3%	10% cdfgjk	5%	4%	4%	3%
No	2447	94	2032	818	572	77	296	477	78	39	973	1463	78	283	994	1278	1169
	88%	87%	87%	88%	88%	84%	92% deghijkl	87%	84%	99% deghjl	87%	88%	82%	82%	88% m	87% m	89% m

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 72**

**Q50. Do you or does anyone else in your household operate as self-employed or run a business from your home?**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Yes, someone is self-employed	276	71	150	59	68	115	198	35	43	117	200	37	38	163	225	19	27
	10%	10%	9%	12%	11%	11%	10%	10%	9%	11%	10%	11%	9%	12% o	11% o	6%	9%
Yes, a business is run from home	99	32	70	14	15	51	82	11	6	51	84	10	6	61	75	7	12
	4%	4%	4%	3%	2%	5% h	4% h	3%	1%	5% l	4% l	3%	1%	5%	4%	2%	4%
No	2447	620	1475	414	558	862	1712	313	422	938	1750	296	401	1146	1727	295	273
	88%	87%	88%	86%	88%	86%	87%	88%	90%	86%	87%	87%	90%	85%	86%	93% mn	90% m

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 72**

**Q50. Do you or does anyone else in your household operate as self-employed or run a business from your home?**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME	
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Yes, someone is self-employed	276	100	151	66	91	34	38	24	67	146	10	238	6	32	276	38
	10%	11%	11%	8%	8%	9%	8%	9%	8%	10%	8%	14%	1%	6%	100%	38%
		c	cd									lm		l	o	
Yes, a business is run from home	99	33	50	29	40	10	17	10	28	49	3	86	3	10	38	99
	4%	4%	4%	4%	4%	2%	3%	4%	3%	3%	2%	5%	*%	2%	14%	100%
												lm		l		n
No	2447	755	1138	731	964	345	442	230	751	1218	106	1350	624	473	-	-
	88%	86%	86%	90%	89%	89%	90%	89%	90%	87%	92%	82%	99%	93%	-%	-%
				ab	ab								km	k		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 73**

**Q51. Does that person/ business use the same provider for landline as we talked about earlier for the business - so (LANDLINE SUPPER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	*c	d	e	f	g	*h	*i	j	*k	l	m	n	o	p	*q
Unweighted total	320	159	161	20	46	80	96	49	27	2	126	29	115	90	82	33	31	2
Effective Weighted Sample	263	135	127	17	39	69	80	38	22	2	107	24	88	77	70	29	27	2
Total	337	168	169	23	62	89	100	43	19	2	151	21	119	89	95	33	32	1
Yes, same landline provider using the same line for both	202 60%	103 61%	99 58%	12 53%	28 46%	48 54%	66 66%	33 76%	13 66%	2 100%	76 51%	14 69%	78 65%	57 64%	55 57%	13 38%	11 36%	1 100%
							dj	dej					op	op				
Yes, same landline provider but using a separate line for the business	18 5%	6 4%	11 7%	2 8%	2 4%	10 11%	1 1%	* 1%	2 10%	- -%	13 8%	2 10%	10 8%	5 6%	3 3%	- -%	- -%	- -%
						fg					f							
Don't use a landline for the business	89 26%	47 28%	42 25%	8 37%	24 39%	22 24%	21 21%	10 23%	4 20%	- -%	45 30%	4 18%	21 18%	19 21%	32 33%	17 52%	17 54%	- -%
					f										l	lm	lm	
No, use a different landline provider for the business	18 5%	7 4%	11 6%	- -%	5 8%	6 7%	6 6%	- -%	1 4%	- -%	11 7%	1 4%	5 4%	6 7%	4 4%	2 7%	2 7%	- -%
Don't know	10 3%	4 2%	6 4%	* 1%	2 3%	3 4%	5 5%	- -%	- -%	- -%	5 3%	- -%	6 5%	2 2%	2 2%	1 3%	1 3%	- -%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 73**

**Q51. Does that person/ business use the same provider for landline as we talked about earlier for the business - so (LANDLINE SUPPER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 *d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p	
Significance Level: 95%	Total																	
Unweighted total	320	25	262	4	29	30	39	55	50	54	92	282	18	11	9	261	59	
Effective Weighted Sample	263	20	216	4	26	23	32	42	42	43	84	237	16	9	9	215	48	
Total	337	18	285	3	30	30	36	63	51	54	103	298	10	18	11	278	59	
Yes, same landline provider using the same line for both	202 60%	12 67%	177 62%	2 78%	11 35%	10 34%	23 63% e	28 45%	34 67% eg	37 69% eg	69 67% eg	181 61%	6 61%	10 57%	4 40%	164 59%	38 65%	
Yes, same landline provider but using a separate line for the business	18 5%	2 11%	16 6%	- -%	- -%	4 12% j	1 3%	7 11% j	3 5%	3 5%	1 1%	14 5%	1 7%	3 20%	- -%	12 4%	6 10%	
Don't use a landline for the business	89 26%	3 17%	69 24%	1 22%	17 55%	12 39%	12 34%	19 31%	10 19%	10 19%	26 25%	81 27%	3 32%	1 3%	4 34%	81 29% p	8 14%	
No, use a different landline provider for the business	18 5%	1 4%	15 5%	- -%	2 7%	5 16% fj	- -%	5 7%	4 8%	2 3%	3 3%	15 5%	- -%	- -%	3 26%	12 4%	6 10%	
Don't know	10 3%	- -%	9 3%	- -%	1 3%	- -%	- -%	4 6%	- -%	2 3%	4 4%	7 2%	- -%	3 20%	- -%	9 3%	1 1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 73**

**Q51. Does that person/ business use the same provider for landline as we talked about earlier for the business - so (LANDLINE SUPPER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	*i	j	*k	l	m	*n	*o	*p
Unweighted total	320	312	320	315	314	34	315	202	165	6	314	5	315	310	5	4	1
Effective Weighted Sample	263	256	263	259	257	28	258	167	140	5	257	4	259	254	5	3	1
Total	337	329	337	330	328	37	330	217	177	9	328	7	330	324	6	5	2
Yes, same landline provider using the same line for both	202 60%	199 60%	202 60%	196 59%	197 60%	20 54%	198 60%	125 58%	110 62%	5 62%	197 60%	6 80%	196 59%	193 60%	3 49%	3 71%	2 100%
Yes, same landline provider but using a separate line for the business	18 5%	17 5%	18 5%	17 5%	18 5%	5 12%	18 5%	10 4%	7 4%	- -%	18 5%	1 14%	17 5%	17 5%	- -%	1 20%	- -%
Don't use a landline for the business	89 26%	88 27%	89 26%	89 27%	86 26%	4 11%	86 26%	58 27%	41 23%	3 38%	86 26%	* 6%	89 27%	85 26%	3 51%	* 9%	- -%
No, use a different landline provider for the business	18 5%	18 6%	18 5%	18 6%	18 6%	8 22% abcd fgh	18 6%	15 7%	12 7%	- -%	18 6%	- -%	18 6%	18 6%	- -%	- -%	- -%
Don't know	10 3%	8 3%	10 3%	10 3%	10 3%	- -%	10 3%	9 4%	7 4%	- -%	10 3%	- -%	10 3%	10 3%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 73**

**Q51. Does that person/ business use the same provider for landline as we talked about earlier for the business - so (LANDLINE SUPPER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	*f	g	*h	*i	j	k	*l	m	n	o	p
Unweighted total	320	37	276	119	70	12	24	64	14	1	145	174	15	49	132	181	139
Effective Weighted Sample	263	29	239	85	63	11	21	55	13	1	110	152	13	40	112	150	113
Total	337	14	314	109	80	15	25	74	15	*	139	197	18	62	130	191	146
Yes, same landline provider using the same line for both	202 60%	10 73%	187 60%	79 73% dgk	42 52%	11 76%	14 56%	40 54%	8 53%	* 100%	99 71% dgk	103 53%	7 41%	32 51%	78 60%	109 57%	93 63%
Yes, same landline provider but using a separate line for the business	18 5%	* 2%	18 6%	7 6%	4 5%	- -%	2 7%	1 2%	2 13%	- -%	9 6%	9 5%	1 8%	5 8%	10 7%	15 8%	3 2%
Don't use a landline for the business	89 26%	3 22%	82 26%	16 15%	26 32% cj	4 24%	6 24%	23 32% cj	5 34%	- -%	25 18%	63 32% cj	8 47%	19 31%	36 28%	55 29%	34 23%
No, use a different landline provider for the business	18 5%	* 3%	18 6%	6 5%	6 7%	- -%	3 13%	3 4%	- -%	- -%	6 4%	12 6%	1 4%	6 9%	6 5%	12 6%	7 5%
Don't know	10 3%	- -%	10 3%	1 1%	3 4%	- -%	- -%	6 8% cj	- -%	- -%	1 1%	9 4%	- -%	1 1%	* *%	1 *%	9 6% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 73**

**Q51. Does that person/ business use the same provider for landline as we talked about earlier for the business - so (LANDLINE SUPPER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	320	85	189	70	61	141	243	39	38	144	246	41	33	180	262	25	28
Effective Weighted Sample	263	69	156	58	51	119	201	31	33	121	203	32	28	156	217	18	24
Total	337	89	192	68	76	145	247	43	48	147	251	44	42	206	276	22	32
Yes, same landline provider using the same line for both	202 60%	59 66% cd	134 69% cd	32 47%	36 47%	100 69% gh	161 65% g	18 42%	23 48%	102 69% k	164 65% k	17 38%	21 50%	122 59%	163 59%	15 67%	19 59%
Yes, same landline provider but using a separate line for the business	18 5%	9 10% d	11 6%	6 8%	1 1%	9 6%	14 6%	3 7%	1 1%	9 6%	14 6%	3 7%	1 2%	7 4%	13 5%	3 13%	1 3%
Don't use a landline for the business	89 26%	13 15%	34 18%	24 35% ab	31 41% ab	25 17%	52 21%	17 39% ef	20 43% ef	25 17%	54 21%	17 38% ij	19 45% ij	58 28%	77 28%	4 20%	7 21%
No, use a different landline provider for the business	18 5%	5 6%	9 5%	4 7%	5 6%	8 6%	14 6%	1 3%	3 6%	8 5%	14 5%	3 7%	2 4%	10 5%	14 5%	- -%	5 15%
Don't know	10 3%	3 3%	5 2%	2 3%	3 5%	3 2%	6 2%	3 8%	1 2%	4 2%	6 2%	4 10% j	- -%	8 4%	9 3%	- -%	1 2%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 73**

**Q51. Does that person/ business use the same provider for landline as we talked about earlier for the business - so (LANDLINE SUPPER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE		TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
			AGREE	DISAGREE												
Significance Level: 95%		a	b	c	d	e	f	*g	h	i	*j	k	*l	m	n	o
Unweighted total	320	110	170	73	108	42	48	28	83	161	7	269	15	36	262	95
Effective Weighted Sample	263	89	136	66	92	35	39	24	68	137	6	222	12	32	213	83
Total	337	123	181	85	115	41	49	27	82	180	10	293	8	36	276	99
Yes, same landline provider using the same line for both	202 60%	64 52%	99 55%	60 70% abe	85 74% abe	17 42%	36 74% i	17 63%	57 69% i	98 54%	5 51%	175 60%	6 75%	21 58%	158 57%	74 75% n
Yes, same landline provider but using a separate line for the business	18 5%	2 1%	9 5%	5 6%	6 5%	3 6%	1 3%	1 4%	2 3%	13 7%	3 29%	15 5%	- -%	3 8%	14 5%	4 4%
Don't use a landline for the business	89 26%	42 34% cd	54 30% d	15 18%	18 16%	17 42% cd	8 17%	8 28%	17 21%	56 31%	2 20%	80 27%	2 25%	7 18%	78 28% o	17 17%
No, use a different landline provider for the business	18 5%	11 9%	14 8%	3 3%	3 3%	2 4%	1 2%	* 2%	1 1%	9 5%	- -%	15 5%	- -%	3 8%	16 6%	4 4%
Don't know	10 3%	3 3%	6 3%	2 3%	2 2%	2 6%	2 5%	1 4%	4 5%	5 3%	- -%	7 2%	- -%	3 8%	10 4%	- -%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 74**

**Q52. Which landline provider is used for the business? (SINGLE CODE)**

Base : Those in a household where a different landline provider is used by someone who runs a business from home or is self-employed

	Total	GENDER		AGE									SEG					
		MALE *a	FEMALE *b	16-24 *c	25-34 *d	35-44 *e	45-54 *f	55-64 *g	65-74 *h	75+ *i	25-44 *j	65+ *k	AB *l	C1 *m	C2 *n	DE *o	D *p	E *q
Significance Level: 95%																		
Unweighted total	15	7	8	-	4	5	5	-	1	-	9	1	4	5	4	2	2	-
Effective Weighted Sample	12	6	7	-	3	3	5	-	1	-	7	1	3	5	3	1	1	-
Total	18	7	11	-	5	6	6	-	1	-	11	1	5	6	4	2	2	-
BT	7	3	4	-	1	1	4	-	-	-	3	-	1	1	3	2	2	-
	37%	35%	39%	-%	29%	23%	62%	-%	-%	-%	26%	-%	17%	20%	66%	81%	81%	-%
Sky	2	*	2	-	2	-	-	-	-	-	2	-	-	2	-	*	*	-
	11%	6%	14%	-%	39%	-%	-%	-%	-%	-%	18%	-%	-%	24%	-%	19%	19%	-%
Virgin Media	2	2	-	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-
	9%	22%	-%	-%	32%	-%	-%	-%	-%	-%	15%	-%	-%	26%	-%	-%	-%	-%
Plusnet	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	7%	18%	-%	-%	-%	-%	20%	-%	-%	-%	-%	-%	24%	-%	-%	-%	-%	-%
Vodafone	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-
	7%	-%	11%	-%	-%	20%	-%	-%	-%	-%	11%	-%	-%	-%	28%	-%	-%	-%
Utility Warehouse	1	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	4%	-%	7%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	12%	-%	-%	-%	-%
Three	*	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-
	2%	4%	-%	-%	-%	5%	-%	-%	-%	-%	2%	-%	-%	-%	6%	-%	-%	-%
Other	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	6%	15%	-%	-%	-%	-%	17%	-%	-%	-%	-%	-%	-%	17%	-%	-%	-%	-%
Don't know	3	-	3	-	-	3	-	-	-	-	3	-	3	-	-	-	-	-
	17%	-%	29%	-%	-%	53%	-%	-%	-%	-%	29%	-%	59%	-%	-%	-%	-%	-%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 74**

**Q52. Which landline provider is used for the business? (SINGLE CODE)**

Base : Those in a household where a different landline provider is used by someone who runs a business from home or is self-employed

		SEG & AGE				INCOME					COUNTRY					URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Unweighted total	15	1	12	-	2	4	-	3	4	2	2	13	-	-	2	11	4
Effective Weighted Sample	12	1	10	-	1	2	-	3	4	2	2	10	-	-	2	8	4
Total	18	1	15	-	2	5	-	5	4	2	3	15	-	-	3	12	6
BT	7	-	5	-	2	1	-	2	4	-	-	5	-	-	1	2	5
	37%	-%	33%	-%	81%	31%	-%	39%	82%	-%	-%	35%	-%	-%	49%	18%	78%
Sky	2	-	2	-	*	*	-	-	-	-	2	*	-	-	2	2	-
	11%	-%	10%	-%	19%	9%	-%	-%	-%	-%	58%	3%	-%	-%	51%	16%	-%
Virgin Media	2	-	2	-	-	-	-	2	-	-	-	2	-	-	-	2	-
	9%	-%	11%	-%	-%	-%	-%	35%	-%	-%	-%	11%	-%	-%	-%	13%	-%
Plusnet	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	1
	7%	-%	9%	-%	-%	-%	-%	-%	-%	72%	-%	9%	-%	-%	-%	-%	22%
Vodafone	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	7%	-%	8%	-%	-%	-%	-%	25%	-%	-%	-%	8%	-%	-%	-%	10%	-%
Utility Warehouse	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-
	4%	100%	-%	-%	-%	-%	-%	-%	18%	-%	-%	5%	-%	-%	-%	6%	-%
Three	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	*	-
	2%	-%	2%	-%	-%	6%	-%	-%	-%	-%	-%	2%	-%	-%	-%	2%	-%
Other	1	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-
	6%	-%	7%	-%	-%	-%	-%	-%	-%	-%	42%	7%	-%	-%	-%	9%	-%
Don't know	3	-	3	-	-	3	-	-	-	1	-	3	-	-	-	3	-
	17%	-%	21%	-%	-%	55%	-%	-%	-%	28%	-%	21%	-%	-%	-%	25%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 74**

**Q52. Which landline provider is used for the business? (SINGLE CODE)**

Base : Those in a household where a different landline provider is used by someone who runs a business from home or is self-employed

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Unweighted total	15	15	15	15	15	5	15	12	11	-	15	-	15	15	-	-	-
Effective Weighted Sample	12	12	12	12	12	4	12	10	10	-	12	-	12	12	-	-	-
Total	18	18	18	18	18	8	18	15	12	-	18	-	18	18	-	-	-
BT	7 37%	7 37%	7 37%	7 37%	7 37%	3 39%	7 37%	5 34%	5 42%	- -%	7 37%	- -%	7 37%	7 37%	- -%	- -%	- -%
Sky	2 11%	2 11%	2 11%	2 11%	2 11%	- -%	2 11%	2 10%	- -%	- -%	2 11%	- -%	2 11%	2 11%	- -%	- -%	- -%
Virgin Media	2 9%	2 9%	2 9%	2 9%	2 9%	- -%	2 9%	2 11%	2 14%	- -%	2 9%	- -%	2 9%	2 9%	- -%	- -%	- -%
Plusnet	1 7%	1 7%	1 7%	1 7%	1 7%	- -%	1 7%	- -%	1 11%	- -%	1 7%	- -%	1 7%	1 7%	- -%	- -%	- -%
Vodafone	1 7%	1 7%	1 7%	1 7%	1 7%	1 15%	1 7%	1 8%	1 10%	- -%	1 7%	- -%	1 7%	1 7%	- -%	- -%	- -%
Utility Warehouse	1 4%	1 4%	1 4%	1 4%	1 4%	- -%	1 4%	1 5%	1 7%	- -%	1 4%	- -%	1 4%	1 4%	- -%	- -%	- -%
Three	* 2%	* 2%	* 2%	* 2%	* 2%	- -%	* 2%	* 2%	* 2%	- -%	* 2%	- -%	* 2%	* 2%	- -%	- -%	- -%
Other	1 6%	1 6%	1 6%	1 6%	1 6%	1 14%	1 6%	1 8%	1 9%	- -%	1 6%	- -%	1 6%	1 6%	- -%	- -%	- -%
Don't know	3 17%	3 17%	3 17%	3 17%	3 17%	3 33%	3 17%	3 21%	1 4%	- -%	3 17%	- -%	3 17%	3 17%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 74**

**Q52. Which landline provider is used for the business? (SINGLE CODE)**

Base : Those in a household where a different landline provider is used by someone who runs a business from home or is self-employed

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER											SWITCHING LANDLINE			
	Total	DIFF- ERENT *a	SAME *b	BT *c	SKY *d	EE *e	TALK TALK *f	VIRGIN MEDIA *g	PLUSNET *h	POST OFFICE *i	BT OR EE OR PLUSNET *j	NOT BT OR EE OR PLUSNET *k	OTHER *l	LAST 12 MONTHS *m	LONGER AGO *n	EVER *o	NEVER/ DK *p
Significance Level: 95%																	
Unweighted total	15	1	14	4	5	-	3	2	-	-	4	11	1	3	6	9	6
Effective Weighted Sample	12	1	12	3	5	-	2	2	-	-	3	9	1	3	5	7	5
Total	18	*	18	6	6	-	3	3	-	-	6	12	1	6	6	12	7
BT	7	-	7	1	4	-	2	-	-	-	1	5	-	1	3	4	3
	37%	-%	38%	25%	63%	-%	57%	-%	-%	-%	25%	43%	-%	23%	47%	35%	41%
Sky	2	*	2	*	2	-	-	-	-	-	*	2	-	-	-	-	2
	11%	100%	9%	7%	28%	-%	-%	-%	-%	-%	7%	12%	-%	-%	-%	-%	30%
Virgin Media	2	-	2	-	-	-	-	2	-	-	-	2	-	2	-	2	-
	9%	-%	9%	-%	-%	-%	-%	58%	-%	-%	-%	13%	-%	30%	-%	14%	-%
Plusnet	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	1	-
	7%	-%	7%	22%	-%	-%	-%	-%	-%	-%	22%	-%	-%	-%	22%	11%	-%
Vodafone	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	1
	7%	-%	7%	-%	-%	-%	-%	42%	-%	-%	-%	10%	-%	-%	-%	-%	18%
Utility Warehouse	1	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	1
	4%	-%	4%	-%	-%	-%	-%	-%	-%	-%	-%	6%	100%	-%	-%	-%	12%
Three	*	-	*	-	-	-	*	-	-	-	-	*	-	-	*	*	-
	2%	-%	2%	-%	-%	-%	9%	-%	-%	-%	-%	2%	-%	-%	5%	2%	-%
Other	1	-	1	-	-	-	1	-	-	-	-	1	-	-	1	1	-
	6%	-%	6%	-%	-%	-%	34%	-%	-%	-%	-%	9%	-%	-%	18%	10%	-%
Don't know	3	-	3	3	1	-	-	-	-	-	3	1	-	3	1	3	-
	17%	-%	18%	45%	9%	-%	-%	-%	-%	-%	45%	4%	-%	48%	9%	27%	-%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 74**

**Q52. Which landline provider is used for the business? (SINGLE CODE)**

Base : Those in a household where a different landline provider is used by someone who runs a business from home or is self-employed

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Unweighted total	15	4	7	5	3	7	11	2	2	7	11	3	1	9	12	-	3
Effective Weighted Sample	12	4	7	4	2	6	9	2	2	6	9	3	1	8	10	-	2
Total	18	5	9	4	5	8	14	1	3	8	14	3	2	10	14	-	5
BT	7 37%	2 34%	4 49%	2 53%	- %	3 38%	4 32%	1 64%	1 49%	3 38%	4 32%	2 82%	- %	4 41%	6 44%	- %	1 19%
Sky	2 11%	- %	- %	- %	2 43%	- %	* 3%	- %	2 51%	- %	* 3%	- %	2 100%	2 20%	2 15%	- %	- %
Virgin Media	2 9%	2 31%	2 18%	- %	- %	2 20%	2 12%	- %	- %	2 20%	2 12%	- %	- %	2 16%	2 12%	- %	- %
Plusnet	1 7%	- %	- %	1 29%	- %	- %	1 9%	- %	- %	- %	1 9%	- %	- %	1 13%	1 10%	- %	- %
Vodafone	1 7%	- %	1 13%	- %	- %	1 15%	1 9%	- %	- %	1 15%	1 9%	- %	- %	- %	1 9%	- %	- %
Utility Warehouse	1 4%	1 15%	1 9%	- %	- %	1 10%	1 6%	- %	- %	1 10%	1 6%	- %	- %	1 8%	1 6%	- %	- %
Three	* 2%	- %	- %	* 6%	- %	* 3%	* 2%	- %	- %	* 3%	* 2%	- %	- %	* 3%	* 2%	- %	- %
Other	1 6%	1 21%	1 12%	- %	- %	1 14%	1 8%	- %	- %	1 14%	1 8%	- %	- %	- %	- %	- %	1 24%
Don't know	3 17%	- %	- %	1 12%	3 57%	- %	3 19%	1 36%	- %	- %	3 19%	1 18%	- %	- %	1 4%	- %	3 57%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 74**

**Q52. Which landline provider is used for the business? (SINGLE CODE)**

Base : Those in a household where a different landline provider is used by someone who runs a business from home or is self-employed

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE		STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME
Significance Level: 95%	*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	
Unweighted total	15	9	12	2	2	1	1	1	2	8	-	12	-	3	13	4
Effective Weighted Sample	12	7	9	2	2	1	1	1	2	7	-	10	-	3	10	4
Total	18	11	14	3	3	2	1	*	1	9	-	15	-	3	16	4
BT	7	5	5	2	2	-	-	-	-	5	-	4	-	2	6	2
	37%	44%	37%	62%	62%	-%	-%	-%	-%	58%	-%	29%	-%	82%	34%	53%
Sky	2	2	2	-	-	-	-	*	*	2	-	2	-	-	2	-
	11%	14%	14%	-%	-%	-%	-%	100%	36%	18%	-%	13%	-%	-%	12%	-%
Virgin Media	2	-	-	-	-	2	-	-	-	-	-	2	-	-	2	-
	9%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	11%	-%	-%	10%	-%
Plusnet	1	1	1	-	-	-	-	-	-	1	-	1	-	-	1	-
	7%	12%	9%	-%	-%	-%	-%	-%	-%	15%	-%	8%	-%	-%	8%	-%
Vodafone	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-
	7%	-%	9%	-%	-%	-%	-%	-%	-%	-%	-%	8%	-%	-%	7%	-%
Utility Warehouse	1	-	1	-	-	-	1	-	1	-	-	1	-	-	-	1
	4%	-%	6%	-%	-%	-%	100%	-%	64%	-%	-%	5%	-%	-%	-%	19%
Three	*	*	*	-	-	-	-	-	-	*	-	*	-	-	*	-
	2%	2%	2%	-%	-%	-%	-%	-%	-%	3%	-%	2%	-%	-%	2%	-%
Other	1	-	-	1	1	-	-	-	-	-	-	1	-	-	1	1
	6%	-%	-%	38%	38%	-%	-%	-%	-%	-%	-%	7%	-%	-%	7%	27%
Don't know	3	3	3	-	-	-	-	-	-	1	-	3	-	1	3	-
	17%	28%	23%	-%	-%	-%	-%	-%	-%	6%	-%	17%	-%	18%	19%	-%
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 75**

**Q53. Does that person/ business use the same provider for broadband as we talked about earlier for the business - so (BROADBAND SUPPLIER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

		GENDER		AGE									SEG						
	Total	MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	*c	d	e	f	g	*h	*i	j	*k	l	m	n	o	p	*q	
Unweighted total	320	159	161	20	46	80	96	49	27	2	126	29	115	90	82	33	31	2	
Effective Weighted Sample	263	135	127	17	39	69	80	38	22	2	107	24	88	77	70	29	27	2	
Total	337	168	169	23	62	89	100	43	19	2	151	21	119	89	95	33	32	1	
Yes, same broadband provider - using the same line for both	247 73%	120 72%	127 75%	14 60%	48 78%	60 67%	73 73%	36 83%	15 80%	2 100%	108 72%	17 81%	82 68% op	73 82% op	77 81% op	15 45%	14 43%	1 100%	
Yes, same broadband provider but using a separate line for the business	17 5%	8 5%	9 5%	- -%	1 2%	11 12% fg	2 2%	- -%	2 10%	- -%	12 8%	2 10%	10 8%	3 4%	4 4%	- -%	- -%	- -%	
Don't use broadband for the business	45 13%	28 17%	18 10%	8 37%	7 11%	7 8%	14 14%	7 17%	2 10%	- -%	14 9%	2 9%	14 12%	5 5%	12 13%	14 43% lmn	14 45% lmn	- -%	
No, use a different broadband provider for the business	12 4%	7 4%	5 3%	* 1%	3 6%	2 2%	6 6%	- -%	- -%	- -%	6 4%	- -%	3 2%	7 7%	1 1%	2 7%	2 7%	- -%	
Don't know	16 5%	5 3%	11 6%	* 1%	2 3%	9 11% g	5 5%	- -%	- -%	- -%	11 7%	- -%	11 9% n	2 2%	1 1%	2 5%	2 5%	- -%	

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 75**

**Q53. Does that person/ business use the same provider for broadband as we talked about earlier for the business - so (BROADBAND SUPPLIER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

		SEG & AGE				INCOME						COUNTRY					URBANITY	
		ABC1C2 & 65+ *a	ABC1C2 & U65 b	DE & 65+ *c	DE & U65 *d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN o	RURAL p	
Significance Level: 95%	Total																	
Unweighted total	320	25	262	4	29	30	39	55	50	54	92	282	18	11	9	261	59	
Effective Weighted Sample	263	20	216	4	26	23	32	42	42	43	84	237	16	9	9	215	48	
Total	337	18	285	3	30	30	36	63	51	54	103	298	10	18	11	278	59	
Yes, same broadband provider - using the same line for both	247 73%	14 79%	217 76%	3 100%	12 40%	18 59%	24 67%	45 71%	42 83% e	38 71%	80 78%	222 74%	6 63%	12 68%	7 64%	204 74%	42 72%	
Yes, same broadband provider but using a separate line for the business	17 5%	2 11%	15 5%	- -%	- -%	1 3%	2 6%	4 7%	3 5%	5 10% j	1 1%	15 5%	1 14%	- -%	- -%	12 4%	4 8%	
Don't use broadband for the business	45 13%	2 10%	29 10%	- -%	14 46%	7 24% g	9 25% g	3 4%	4 8%	7 13%	16 15%	38 13%	2 24%	2 13%	3 23%	38 14%	7 11%	
No, use a different broadband provider for the business	12 4%	- -%	10 3%	- -%	2 7%	1 3%	- -%	5 8%	2 4%	1 2%	3 3%	11 4%	- -%	- -%	2 14%	8 3%	5 8%	
Don't know	16 5%	- -%	14 5%	- -%	2 6%	3 11% h	1 3%	6 9% h	- -%	2 4%	3 3%	12 4%	- -%	3 20%	- -%	15 5%	1 1%	

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 75**

**Q53. Does that person/ business use the same provider for broadband as we talked about earlier for the business - so (BROADBAND SUPPLIER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	SERVICES AT HOME									SERVICES							
	Total	LAND-LINE PHONE a	LAND LINE SERVICE b	ANY MOBILE c	FIXED BB d	MOBILE BB e	ANY BB f	PAY TV g	VOIP h	LL & NO FBB i	LL & FBB j	LL & NO MOB k	LL & MOB l	LL & FBB & MOB m	LL & NO FBB & MOB n	LL & FBB & NO MOB o	LL & NO FBB & NO MOB p
Significance Level: 95%																	
Unweighted total	320	312	320	315	314	34	315	202	165	6	314	5	315	310	5	4	1
Effective Weighted Sample	263	256	263	259	257	28	258	167	140	5	257	4	259	254	5	3	1
Total	337	329	337	330	328	37	330	217	177	9	328	7	330	324	6	5	2
Yes, same broadband provider - using the same line for both	247 73%	244 74%	247 73%	244 74%	243 74%	21 58%	244 74%	158 73%	140 79%	4 45%	243 74%	3 49%	244 74%	240 74%	4 61%	3 71%	- -%
Yes, same broadband provider but using a separate line for the business	17 5%	14 4%	17 5%	16 5%	17 5%	6 15%	17 5%	10 5%	5 3%	- -%	17 5%	1 14%	16 5%	16 5%	- -%	1 20%	- -%
Don't use broadband for the business	45 13%	45 14%	45 13%	43 13%	41 12%	2 5%	41 12%	26 12%	15 9%	5 55%	41 12%	3 38%	43 13%	40 12%	2 39%	* 9%	2 100%
No, use a different broadband provider for the business	12 4%	12 4%	12 4%	12 4%	12 4%	4 11%	12 4%	8 4%	8 4%	- -%	12 4%	- -%	12 4%	12 4%	- -%	- -%	- -%
Don't know	16 5%	14 4%	16 5%	16 5%	16 5%	4 10%	16 5%	14 6%	10 6%	- -%	16 5%	- -%	16 5%	16 5%	- -%	- -%	- -%
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 75**

**Q53. Does that person/ business use the same provider for broadband as we talked about earlier for the business - so (BROADBAND SUPPLIER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		a	b	c	d	*e	*f	g	*h	*i	j	k	*l	m	n	o	p
Unweighted total	320	37	276	119	70	12	24	64	14	1	145	174	15	49	132	181	139
Effective Weighted Sample	263	29	239	85	63	11	21	55	13	1	110	152	13	40	112	150	113
Total	337	14	314	109	80	15	25	74	15	*	139	197	18	62	130	191	146
Yes, same broadband provider - using the same line for both	247 73%	10 76%	232 74%	84 77%	54 67%	13 85%	16 63%	58 79%	10 63%	* 100%	107 77%	139 71%	11 61%	42 67%	100 77%	141 74%	106 72%
Yes, same broadband provider but using a separate line for the business	17 5%	* 3%	16 5%	7 7%	3 4%	- -%	1 6%	2 3%	2 13%	- -%	9 7%	8 4%	1 8%	5 8% p	10 8% p	15 8% p	2 1%
Don't use broadband for the business	45 13%	2 18%	38 12%	11 10%	13 16%	2 15%	5 19%	7 10%	2 16%	- -%	15 11%	30 15%	6 31%	11 17%	14 11%	25 13%	20 14%
No, use a different broadband provider for the business	12 4%	* 3%	12 4%	3 3%	5 7%	- -%	3 13%	1 1%	- -%	- -%	3 2%	9 5%	- -%	2 3%	3 2%	5 3%	7 5%
Don't know	16 5%	- -%	16 5%	4 3%	5 7%	- -%	- -%	6 8%	1 8%	- -%	5 4%	11 6%	- -%	3 4%	3 2%	6 3%	10 7%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 75**

**Q53. Does that person/ business use the same provider for broadband as we talked about earlier for the business - so (BROADBAND SUPPLIER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	*o	*p
Unweighted total	320	85	189	70	61	141	243	39	38	144	246	41	33	180	262	25	28
Effective Weighted Sample	263	69	156	58	51	119	201	31	33	121	203	32	28	156	217	18	24
Total	337	89	192	68	76	145	247	43	48	147	251	44	42	206	276	22	32
Yes, same broadband provider - using the same line for both	247	62	145	46	56	112	187	24	35	114	190	25	32	157	206	15	22
	73%	70%	76%	67%	73%	77%	76%	57%	74%	77%	76%	56%	76%	76%	75%	70%	70%
						g	g			k	k						
Yes, same broadband provider but using a separate line for the business	17	7	11	4	1	8	14	2	1	8	14	2	1	7	12	3	1
	5%	8%	6%	6%	2%	6%	6%	4%	3%	6%	5%	4%	3%	4%	4%	13%	2%
Don't use broadband for the business	45	14	25	12	8	16	29	9	7	16	30	9	6	23	35	4	4
	13%	15%	13%	18%	11%	11%	12%	22%	15%	11%	12%	21%	13%	11%	13%	18%	11%
No, use a different broadband provider for the business	12	3	5	4	3	5	7	2	3	5	7	2	3	8	10	-	3
	4%	4%	3%	5%	5%	3%	3%	5%	6%	4%	3%	5%	7%	4%	4%	-%	8%
Don't know	16	2	6	3	7	4	10	5	1	4	10	6	-	10	13	-	3
	5%	2%	3%	4%	9%	3%	4%	12%	2%	3%	4%	14%	-%	5%	5%	-%	8%
								ef				ijl					

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 75**

**Q53. Does that person/ business use the same provider for broadband as we talked about earlier for the business - so (BROADBAND SUPPLIER)? IF SAME PROVIDER IS USED - And is that using the same line? (SINGLE CODE)**

Base : Those in a household where someone runs a business from home or is self-employed

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE		STRONGLY DISAGREE		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
Significance Level: 95%	a	b	c	d	e	f	*g	h	i	*j	k	*l	m	n	o	
Unweighted total	320	110	170	73	108	42	48	28	83	161	7	269	15	36	262	95
Effective Weighted Sample	263	89	136	66	92	35	39	24	68	137	6	222	12	32	213	83
Total	337	123	181	85	115	41	49	27	82	180	10	293	8	36	276	99
Yes, same broadband provider - using the same line for both	247	93	134	61	89	24	36	20	60	136	5	210	7	30	199	82
	73%	76% e	74%	72%	77% e	58%	74%	73%	73%	75%	51%	72%	87%	82%	72%	83%
Yes, same broadband provider but using a separate line for the business	17	4	10	4	4	2	1	*	1	10	3	17	-	-	12	4
	5%	3%	6%	5%	4%	5%	2%	1%	2%	5%	29%	6%	-%	-%	4%	4%
Don't use broadband for the business	45	12	18	14	15	12	9	6	17	18	2	41	1	3	38	8
	13%	10%	10%	16%	13%	29% abd	18%	24%	20% i	10%	20%	14%	13%	8%	14%	8%
No, use a different broadband provider for the business	12	7	9	3	3	1	1	*	1	8	-	11	-	1	10	4
	4%	6%	5%	3%	3%	1%	2%	2%	2%	4%	-%	4%	-%	4%	4%	5%
Don't know	16	7	10	3	3	3	2	-	3	9	-	13	-	2	16	-
	5%	5%	5%	4%	3%	7%	4%	-%	3%	5%	-%	5%	-%	7%	6% o	-%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 76**

**Q54. Which broadband provider is used for the business? (SINGLE CODE)**

Base : Those in a households where a different broadband provider is used by someone who runs a business from home or is self-employed

	Total	GENDER		AGE									SEG					
		MALE *a	FEMALE *b	16-24 *c	25-34 *d	35-44 *e	45-54 *f	55-64 *g	65-74 *h	75+ *i	25-44 *j	65+ *k	AB *l	C1 *m	C2 *n	DE *o	D *p	E *q
Significance Level: 95%																		
Unweighted total	12	7	5	1	3	3	5	-	-	-	6	-	3	5	2	2	2	-
Effective Weighted Sample	10	6	4	1	3	2	5	-	-	-	5	-	2	5	2	1	1	-
Total	12	7	5	*	3	2	6	-	-	-	6	-	3	7	1	2	2	-
BT	2	1	1	-	-	-	2	-	-	-	-	-	1	1	-	-	-	-
	18%	18%	18%	-%	-%	-%	34%	-%	-%	-%	-%	-%	36%	19%	-%	-%	-%	-%
KComm	2	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2	2	-
	15%	-%	36%	-%	-%	-%	29%	-%	-%	-%	-%	-%	-%	-%	-%	81%	81%	-%
Plusnet	2	1	*	*	-	-	1	-	-	-	-	-	2	-	-	-	-	-
	13%	18%	7%	100%	-%	-%	20%	-%	-%	-%	-%	-%	64%	-%	-%	-%	-%	-%
Virgin Media	2	2	-	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-
	12%	21%	-%	-%	44%	-%	-%	-%	-%	-%	28%	-%	-%	23%	-%	-%	-%	-%
Vodafone	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
	10%	17%	-%	-%	-%	60%	-%	-%	-%	-%	22%	-%	-%	18%	-%	-%	-%	-%
Sky	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	*	*	-
	4%	6%	-%	-%	12%	-%	-%	-%	-%	-%	8%	-%	-%	-%	-%	19%	19%	-%
Three	*	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-
	2%	4%	-%	-%	-%	14%	-%	-%	-%	-%	5%	-%	-%	-%	34%	-%	-%	-%
Other	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	9%	16%	-%	-%	-%	-%	17%	-%	-%	-%	-%	-%	-%	17%	-%	-%	-%	-%
Don't know	2	-	2	-	2	1	-	-	-	-	2	-	-	2	1	-	-	-
	17%	-%	40%	-%	44%	27%	-%	-%	-%	-%	38%	-%	-%	23%	66%	-%	-%	-%
Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 76**

**Q54. Which broadband provider is used for the business? (SINGLE CODE)**

Base : Those in a households where a different broadband provider is used by someone who runs a business from home or is self-employed

	Total	SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+ *a	ABC1C2 & U65 *b	DE & 65+ *c	DE & U65 *d	UP TO £15.6K *e	£15.6K TO £25.99K *f	£26K TO £36.39K *g	£36.4K TO £51.99K *h	£52K+ *i		ENG- LAND *k	SCOT- LAND *l	WALES *m	N IRE- LAND *n	URBAN *o	RURAL *p
Significance Level: 95%																	
Unweighted total	12	-	10	-	2	3	-	4	2	1	2	11	-	-	1	8	4
Effective Weighted Sample	10	-	8	-	1	3	-	4	2	1	2	9	-	-	1	6	3
Total	12	-	10	-	2	1	-	5	2	1	3	11	-	-	2	8	5
BT	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	1	1
	18%	-%	22%	-%	-%	-%	-%	-%	100%	-%	-%	20%	-%	-%	-%	12%	27%
KComm	2	-	-	-	2	-	-	2	-	-	-	2	-	-	-	-	2
	15%	-%	-%	-%	81%	-%	-%	36%	-%	-%	-%	17%	-%	-%	-%	-%	39%
Plusnet	2	-	2	-	-	*	-	-	-	1	-	2	-	-	-	-	2
	13%	-%	16%	-%	-%	32%	-%	-%	-%	100%	-%	15%	-%	-%	-%	-%	35%
Virgin Media	2	-	2	-	-	-	-	2	-	-	-	2	-	-	-	2	-
	12%	-%	15%	-%	-%	-%	-%	30%	-%	-%	-%	14%	-%	-%	-%	20%	-%
Vodafone	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	10%	-%	12%	-%	-%	-%	-%	24%	-%	-%	-%	11%	-%	-%	-%	16%	-%
Sky	*	-	-	-	*	*	-	-	-	-	-	*	-	-	-	*	-
	4%	-%	-%	-%	19%	41%	-%	-%	-%	-%	-%	4%	-%	-%	-%	6%	-%
Three	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	*	-
	2%	-%	3%	-%	-%	26%	-%	-%	-%	-%	-%	3%	-%	-%	-%	4%	-%
Other	1	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-
	9%	-%	11%	-%	-%	-%	-%	-%	-%	-%	42%	10%	-%	-%	-%	15%	-%
Don't know	2	-	2	-	-	-	-	1	-	-	2	1	-	-	2	2	-
	17%	-%	21%	-%	-%	-%	-%	11%	-%	-%	58%	5%	-%	-%	100%	28%	-%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 76**

**Q54. Which broadband provider is used for the business? (SINGLE CODE)**

Base : Those in a households where a different broadband provider is used by someone who runs a business from home or is self-employed

	Total	SERVICES AT HOME								SERVICES							
		LAND-LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Unweighted total	12	12	12	12	12	3	12	8	7	-	12	-	12	12	-	-	-
Effective Weighted Sample	10	10	10	10	10	3	10	7	6	-	10	-	10	10	-	-	-
Total	12	12	12	12	12	4	12	8	8	-	12	-	12	12	-	-	-
BT	2 18%	2 18%	2 18%	2 18%	2 18%	1 30%	2 18%	2 26%	2 29%	- -%	2 18%	- -%	2 18%	2 18%	- -%	- -%	- -%
KComm	2 15%	2 15%	2 15%	2 15%	2 15%	2 44%	2 15%	- -%	- -%	- -%	2 15%	- -%	2 15%	2 15%	- -%	- -%	- -%
Plusnet	2 13%	2 13%	2 13%	2 13%	2 13%	- -%	2 13%	- -%	1 17%	- -%	2 13%	- -%	2 13%	2 13%	- -%	- -%	- -%
Virgin Media	2 12%	2 12%	2 12%	2 12%	2 12%	- -%	2 12%	2 18%	2 20%	- -%	2 12%	- -%	2 12%	2 12%	- -%	- -%	- -%
Vodafone	1 10%	1 10%	1 10%	1 10%	1 10%	- -%	1 10%	1 14%	1 16%	- -%	1 10%	- -%	1 10%	1 10%	- -%	- -%	- -%
Sky	* 4%	* 4%	* 4%	* 4%	* 4%	- -%	* 4%	- -%	- -%	- -%	* 4%	- -%	* 4%	* 4%	- -%	- -%	- -%
Three	* 2%	* 2%	* 2%	* 2%	* 2%	- -%	* 2%	* 3%	* 4%	- -%	* 2%	- -%	* 2%	* 2%	- -%	- -%	- -%
Other	1 9%	1 9%	1 9%	1 9%	1 9%	1 26%	1 9%	1 13%	1 15%	- -%	1 9%	- -%	1 9%	1 9%	- -%	- -%	- -%
Don't know	2 17%	2 17%	2 17%	2 17%	2 17%	- -%	2 17%	2 25%	- -%	- -%	2 17%	- -%	2 17%	2 17%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 76**

**Q54. Which broadband provider is used for the business? (SINGLE CODE)**

Base : Those in a households where a different broadband provider is used by someone who runs a business from home or is self-employed

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT	SAME	BT	SKY	EE	TALK TALK	VIRGIN MEDIA	PLUSNET	POST OFFICE	BT OR EE OR PLUSNET	NOT BT OR EE OR PLUSNET	OTHER	LAST 12 MONTHS	LONGER AGO	EVER	NEVER/ DK
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Unweighted total	12	1	11	4	4	-	3	1	-	-	4	8	-	2	4	6	6
Effective Weighted Sample	10	1	9	3	4	-	2	1	-	-	3	7	-	2	3	5	5
Total	12	*	12	3	5	-	3	1	-	-	3	9	-	2	3	5	7
BT	2 18%	- -%	2 18%	- -%	2 41%	- -%	- -%	- -%	- -%	- -%	- -%	2 24%	- -%	1 70%	- -%	1 26%	1 12%
KComm	2 15%	- -%	2 16%	- -%	- -%	- -%	2 57%	- -%	- -%	- -%	- -%	2 20%	- -%	- -%	- -%	- -%	2 25%
Plusnet	2 13%	- -%	2 14%	2 50%	- -%	- -%	- -%	- -%	- -%	- -%	2 50%	- -%	- -%	- -%	2 54%	2 34%	- -%
Virgin Media	2 12%	- -%	2 13%	- -%	2 29%	- -%	- -%	- -%	- -%	- -%	- -%	2 17%	- -%	- -%	- -%	- -%	2 20%
Vodafone	1 10%	- -%	1 10%	1 37%	- -%	- -%	- -%	- -%	- -%	- -%	1 37%	- -%	- -%	- -%	- -%	- -%	1 16%
Sky	* 4%	* 100%	- -%	* 13%	- -%	- -%	- -%	- -%	- -%	- -%	* 13%	- -%	- -%	- -%	- -%	- -%	* 6%
Three	* 2%	- -%	* 2%	- -%	- -%	- -%	* 9%	- -%	- -%	- -%	- -%	* 3%	- -%	- -%	* 9%	* 6%	- -%
Other	1 9%	- -%	1 9%	- -%	- -%	- -%	1 34%	- -%	- -%	- -%	- -%	1 12%	- -%	- -%	1 37%	1 23%	- -%
Don't know	2 17%	- -%	2 18%	- -%	2 29%	- -%	- -%	1 100%	- -%	- -%	- -%	2 23%	- -%	1 30%	- -%	1 11%	2 21%

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 76**

**Q54. Which broadband provider is used for the business? (SINGLE CODE)**

Base : Those in a households where a different broadband provider is used by someone who runs a business from home or is self-employed

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o	*p
Unweighted total	12	3	5	4	3	5	8	2	2	6	8	2	2	7	9	-	3
Effective Weighted Sample	10	2	4	3	3	4	6	2	2	4	6	2	2	6	7	-	3
Total	12	3	5	4	3	5	7	2	3	5	7	2	3	8	10	-	3
BT	2	-	1	1	-	1	1	1	-	1	1	1	-	1	1	-	1
	18%	-%	25%	25%	-%	26%	18%	43%	-%	24%	18%	43%	-%	17%	13%	-%	35%
KComm	2	2	2	-	-	2	2	-	-	2	2	-	-	-	2	-	-
	15%	53%	36%	-%	-%	38%	26%	-%	-%	34%	26%	-%	-%	-%	19%	-%	-%
Plusnet	2	-	*	1	-	*	2	-	-	*	2	-	-	1	2	-	-
	13%	-%	7%	35%	-%	7%	23%	-%	-%	6%	23%	-%	-%	17%	17%	-%	-%
Virgin Media	2	-	-	-	2	-	-	-	2	-	-	-	2	2	2	-	-
	12%	-%	-%	-%	44%	-%	-%	-%	50%	-%	-%	-%	50%	20%	16%	-%	-%
Vodafone	1	-	-	1	-	-	-	1	-	-	-	1	-	1	1	-	-
	10%	-%	-%	33%	-%	-%	-%	57%	-%	-%	-%	57%	-%	16%	12%	-%	-%
Sky	*	-	-	-	*	-	*	-	-	-	*	-	-	*	*	-	-
	4%	-%	-%	-%	12%	-%	6%	-%	-%	-%	6%	-%	-%	6%	4%	-%	-%
Three	*	-	-	*	-	*	*	-	-	*	*	-	-	*	*	-	-
	2%	-%	-%	7%	-%	6%	4%	-%	-%	5%	4%	-%	-%	4%	3%	-%	-%
Other	1	1	1	-	-	1	1	-	-	1	1	-	-	-	-	-	1
	9%	32%	22%	-%	-%	23%	16%	-%	-%	21%	16%	-%	-%	-%	-%	-%	43%
Don't know	2	1	1	-	2	-	1	-	2	1	1	-	2	2	2	-	1
	17%	16%	11%	-%	44%	-%	8%	-%	50%	10%	8%	-%	50%	20%	16%	-%	21%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 76**

**Q54. Which broadband provider is used for the business? (SINGLE CODE)**

Base : Those in a households where a different broadband provider is used by someone who runs a business from home or is self-employed

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME	
Significance Level: 95%		*a	*b	*c	*d	*e	*f	*g	*h	*i	*j	*k	*l	*m	*n	*o
Unweighted total	12	7	9	2	2	1	2	1	3	7	-	10	-	2	10	4
Effective Weighted Sample	10	6	7	2	2	1	2	1	3	6	-	8	-	2	8	4
Total	12	7	9	3	3	1	1	*	1	8	-	11	-	1	10	4
BT	2	2	2	-	-	-	-	-	-	2	-	1	-	1	1	2
	18%	30%	25%	-%	-%	-%	-%	-%	-%	27%	-%	12%	-%	63%	9%	48%
KComm	2	-	-	2	2	-	-	-	-	-	-	2	-	-	2	-
	15%	-%	-%	62%	62%	-%	-%	-%	-%	-%	-%	17%	-%	-%	19%	-%
Plusnet	2	2	2	-	-	-	*	-	*	1	-	2	-	-	2	-
	13%	23%	19%	-%	-%	-%	38%	-%	26%	16%	-%	15%	-%	-%	17%	-%
Virgin Media	2	2	2	-	-	-	-	-	-	2	-	2	-	-	2	-
	12%	21%	17%	-%	-%	-%	-%	-%	-%	19%	-%	14%	-%	-%	16%	-%
Vodafone	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1
	10%	-%	14%	-%	-%	-%	-%	-%	-%	15%	-%	11%	-%	-%	-%	27%
Sky	*	-	*	-	-	-	-	*	*	-	-	*	-	-	*	-
	4%	-%	5%	-%	-%	-%	-%	100%	33%	-%	-%	4%	-%	-%	4%	-%
Three	*	*	*	-	-	-	-	-	-	*	-	*	-	-	*	-
	2%	4%	3%	-%	-%	-%	-%	-%	-%	3%	-%	3%	-%	-%	3%	-%
Other	1	-	-	1	1	-	-	-	-	-	-	1	-	-	1	1
	9%	-%	-%	38%	38%	-%	-%	-%	-%	-%	-%	10%	-%	-%	11%	25%
Don't know	2	2	2	-	-	1	1	-	1	2	-	2	-	1	2	-
	17%	22%	18%	-%	-%	100%	62%	-%	41%	19%	-%	14%	-%	37%	21%	-%
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 77**

**Q55. What is the total number of people in the household (including respondent and any children)? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
1	498	246	252	13	45	47	80	71	91	152	92	242	110	146	82	160	53	107	
	18%	18%	18%	5%	8%	10%	16%	19%	27%	53%	9%	39%	14%	19%	13%	26%	16%	37%	
							cdej	cdej	cdefgj	cdefghjk		cdefghj		ln		lmnp		lmnop	
2	989	548	440	88	155	84	156	189	198	120	239	318	315	271	219	181	98	83	
	36%	40%	31%	35%	28%	18%	31%	50%	59%	42%	23%	51%	40%	36%	35%	29%	30%	29%	
		b		ej	e		ej	cdefj	cdefgijk	defj	e	cdefij	opq	oq	o				
3	545	244	301	65	139	103	125	69	34	9	242	44	142	150	145	108	73	35	
	20%	18%	21%	26%	25%	22%	25%	18%	10%	3%	24%	7%	18%	20%	23%	17%	22%	12%	
			a	ghik	ghik	hik	ghik	hik	i		ghik	i	q	q	loq	q	q		
4	459	182	277	39	129	146	97	37	10	2	275	11	150	109	102	99	58	40	
	16%	13%	19%	15%	23%	31%	19%	10%	3%	1%	27%	2%	19%	14%	16%	16%	18%	14%	
			a	hik	cghik	cd fghik	ghik	hik	i		c fghik		m						
5+	290	141	149	48	85	87	50	15	2	2	172	4	71	80	69	70	46	23	
	10%	10%	11%	19%	15%	19%	10%	4%	1%	1%	17%	1%	9%	11%	11%	11%	14%	8%	
				fghik	fghik	fghik	ghik	hik			fghik						lq		
Refused	4	3	1	-	2	-	-	-	-	2	2	2	-	-	2	2	-	2	
	*%	*%	*%	-%	*%	-%	-%	-%	-%	1%	*%	*%	-%	-%	*%	*%	-%	1%	
																		lm	
Mean number of people	2.7	2.7	2.8	3.2	3.4	3.4	2.8	2.3	1.9	1.5	3.4	1.7	2.7	2.7	2.8	2.8	3.0	2.6	
				fghik	fghik	fghik	ghik	hik	ik		fghik	i			m		lm		
Standard deviation	2.07	2.61	1.37	1.42	3.71	1.45	1.30	1.05	.76	.70	2.90	.75	1.34	1.35	1.33	3.60	1.57	4.99	
Standard error	.04	.07	.04	.10	.18	.07	.06	.05	.04	.04	.10	.03	.05	.05	.06	.14	.09	.27	
Columns Tested:	a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q																		

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 77**

**Q55. What is the total number of people in the household (including respondent and any children)? (SINGLE CODE)**

Base : All respondents

		SEG & AGE				INCOME					REF'D/ DK	COUNTRY				URBANITY	
		ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+		ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
1	498	164	174	78	81	180	79	40	25	13	161	389	36	61	11	438	59
	18%	35% bd	10%	50% abd	18% b	37% fghij	20% ghi	10%	8%	5%	17% ghi	17%	26% kn	27% kn	13%	18%	15%
2	989	260	544	58	123	132	171	136	115	92	342	825	57	73	34	828	161
	36%	56% bcd	32% d	37% d	27%	27%	43% egj	34% e	37% e	38% e	36% e	35%	41%	33%	40%	35%	41% o
3	545	34	403	10	98	61	70	91	71	54	198	471	22	39	13	479	66
	20%	7%	24% ac	6%	21% ac	12%	17%	23% e	23% e	22% e	21% e	20%	16%	17%	16%	20%	17%
4	459	7	353	4	95	78	40	85	60	54	142	388	15	38	18	390	69
	16%	2%	21% ac	3%	20% ac	16% f	10%	21% fj	19% f	23% fj	15% f	17% l	11%	17%	21% l	16%	18%
5+	290	1	220	4	66	38	40	45	37	27	103	261	8	12	8	256	34
	10%	*% ac	13% ac	2% a	14% ac	8%	10%	11%	12%	11%	11%	11% lm	6%	5%	10%	11%	9%
Refused	4	-	2	2	-	1	-	-	-	2	1	4	-	-	-	4	-
	*%	-%	*%	1% abd	-%	*%	-%	-%	-%	1%	*%	*%	-%	-%	-%	*%	-%
Mean number of people	2.7	1.8	3.0 ac	1.7	3.2 ac	2.3	2.8 e	2.9 ej	3.0 ej	3.0 ej	2.7 e	2.8 lm	2.3	2.4	2.8 l	2.8	2.7
Standard deviation	2.07	.69	1.35	.93	4.06	1.44	4.26	1.27	1.41	1.25	1.42	2.19	1.21	1.27	1.28	2.17	1.26
Standard error	.04	.03	.03	.07	.19	.06	.21	.06	.08	.08	.05	.05	.08	.10	.15	.04	.06
Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 77**

**Q55. What is the total number of people in the household (including respondent and any children)? (SINGLE CODE)**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
1	498 18%	480 18%	498 18%	413 16%	346 14%	15 6%	352 14%	165 11%	94 9%	151 48%	346 14%	85 53%	413 16%	318 13%	94 42%	28 40%	57 64%
		cdefgh	defgh	egh	egh		egh			jlm		jlmn	m		jlm	jlm	ijlmno
2	989 36%	952 36%	989 36%	937 36%	882 36%	88 38%	894 36%	557 35%	350 33%	106 34%	882 36%	52 32%	937 36%	853 36%	84 37%	29 41%	22 25%
																p	
3	545 20%	525 20%	545 20%	535 20%	522 21%	46 20%	523 21%	340 22%	238 22%	23 7%	522 21%	10 6%	535 20%	515 21%	20 9%	7 10%	3 3%
											iknop		iknop	iknop			
4	459 16%	442 17%	459 16%	454 17%	437 18%	45 20%	442 18%	310 20%	236 22%	22 7%	437 18%	5 3%	454 17%	432 18%	22 10%	5 7%	- -%
								ab	abcdf	p	iknop		iknop	iknop	kp	p	
5+	290 10%	271 10%	290 10%	284 11%	280 11%	36 16%	283 11%	196 13%	156 15%	10 3%	280 11%	6 4%	284 11%	278 12%	6 3%	1 2%	4 5%
						ab		a	abcdf		ikno		ikno	ikno			
Refused	4 *%	4 *%	4 *%	2 *%	2 *%	- -%	2 *%	2 *%	- -%	2 1%	2 *%	2 1%	2 *%	2 *%	- -%	- -%	2 2%
										jlm		jlm					jlmn
Mean number of people	2.7	2.7	2.7	2.8	2.8	3.0 abdf	2.8	3.0 abcdf	3.1 abcdf	2.1	2.8	1.7	2.8	2.9	2.4	1.9 p	1.5
Standard deviation	2.07	2.09	2.07	2.10	1.38	1.28	1.38	2.46	1.45	4.75	1.38	1.02	2.10	1.38	5.55	.98	1.03
Standard error	.04	.04	.04	.04	.03	.09	.03	.06	.04	.29	.03	.08	.04	.03	.41	.11	.11
Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 77**

**Q55. What is the total number of people in the household (including respondent and any children)? (SINGLE CODE)**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB		LANDLINE PROVIDER										SWITCHING LANDLINE				
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
1	498 18%	25 23% b	320 14%	226 24% deghk	69 11%	12 13%	64 20% dk	79 14%	13 14%	12 32% deghk	251 23% dgk	246 15% d	21 22% d	44 13%	167 15%	211 14%	287 22% mno
2	989 36%	41 38%	836 36%	327 35%	224 34%	22 24%	117 37% e	187 34%	52 56% cdefgkl	19 48% e	401 36% e	584 35% e	35 37%	99 29%	432 38% m	531 36% m	457 35%
3	545 20%	20 18%	499 21%	167 18%	148 23% chjl	18 20%	56 18%	128 23% chjl	10 11%	5 12%	195 18%	348 21% hjl	10 11%	72 21%	212 19%	285 19%	260 20%
4	459 16%	14 13%	421 18%	125 13% i	134 21% chij	22 24% chij	50 16% i	96 17% i	9 9%	- -%	155 14% i	302 18% chij	22 23% chij	80 23% np	199 18% p	279 19% p	180 14%
5+	290 10%	9 8%	269 11%	83 9%	75 12%	18 19% cfgjkl	34 10%	58 11%	10 10%	3 8%	110 10%	177 11%	7 7%	49 14% p	112 10%	160 11%	130 10%
Refused	4 *%	- -%	2 *%	- -%	2 *%	- -%	- -%	1 *%	- -%	- -%	- -%	4 *%	1 1% cj	2 *%	1 *%	3 *%	1 *%
Mean number of people	2.7	2.5	2.8 a	2.6	2.9 cfhikl	3.2 dfghikl	2.6 i	2.8 hi	2.5	2.1	2.7	2.8 hi	2.6 i	3.0 nop	2.7	2.8	2.7
Standard deviation	2.07	1.42	1.38	3.03	1.34	1.59	1.31	1.32	1.26	1.16	2.83	1.34	1.41	1.48	1.34	1.38	2.63
Standard error	.04	.08	.03	.10	.05	.17	.07	.06	.13	.18	.08	.03	.14	.09	.04	.04	.07
Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p																	



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 77**

**Q55. What is the total number of people in the household (including respondent and any children)? (SINGLE CODE)**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
1	498	139	329	78	90	191	386	47	65	211	393	42	62	145	263	85	64
	18%	20%	20%	16%	14%	19%	20%	13%	14%	19%	20%	13%	14%	11%	13%	27%	21%
		d	d			gh	gh			kl	kl				mn	mn	
2	989	281	630	151	207	378	722	118	148	410	734	114	141	437	679	117	141
	36%	40%	38%	31%	33%	38%	37%	33%	32%	38%	37%	34%	32%	32%	34%	37%	46%
		cd	cd														mno
3	545	111	284	114	147	179	357	82	106	184	364	77	104	292	433	54	48
	20%	16%	17%	24%	23%	18%	18%	23%	23%	17%	18%	23%	23%	22%	22%	17%	16%
				ab	ab			e				i	ij	p	p		
4	459	90	245	100	114	138	301	77	81	150	311	73	75	276	378	48	29
	16%	13%	15%	21%	18%	14%	15%	22%	17%	14%	16%	22%	17%	20%	19%	15%	9%
				ab	a			ef				ij		op	p		
5+	290	86	177	39	74	119	190	32	68	127	198	32	60	200	249	12	23
	10%	12%	11%	8%	12%	12%	10%	9%	15%	12%	10%	10%	14%	15%	12%	4%	7%
		c						fg						op	op		
Refused	4	2	2	-	2	2	2	-	2	2	2	-	2	2	2	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	-%	-%
Mean number of people	2.7	2.8	2.7	2.8	2.9	2.8	2.7	2.8	2.9	2.8	2.7	2.9	2.9	3.1	3.0	2.3	2.4
								f						op	op		
Standard deviation	2.07	3.42	2.44	1.28	1.39	2.96	2.30	1.25	1.45	2.88	2.28	1.27	1.44	2.64	2.29	1.17	1.16
Standard error	.04	.12	.06	.06	.06	.09	.05	.07	.07	.08	.05	.07	.08	.08	.05	.06	.06
Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p																	

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 77**

**Q55. What is the total number of people in the household (including respondent and any children)? (SINGLE CODE)**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	RETIRED	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME
		AGREE	AGREE													
		AGREE	AGREE													
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
1	498	110	166	233	270	62	130	70	217	179	20	197	226	75	16	13
	18%	13%	13%	29% abe	25% abe	16%	26% i	27% i	26% i	13%	17%	12%	36% km	15%	6%	13% n
2	989	298	437	316	404	147	188	90	302	454	50	516	340	133	83	30
	36%	34%	33%	39% b	37% b	38%	38% i	35%	36%	32%	44% i	31% m	54% km	26%	30%	30%
3	545	213	307	124	169	69	72	36	122	316	18	404	44	97	84	20
	20%	24% cde	23% cde	15%	16%	18%	15%	14%	15%	23% fgh	15%	25% lm	7%	19% l	30%	20%
4	459	144	245	75	137	76	56	40	111	283	16	339	14	106	53	25
	16%	16% cd	19% cd	9%	13% c	20% cd	11%	16%	13%	20% fh	14%	21% l	2%	21% l	19%	25%
5+	290	112	164	67	97	29	45	19	79	164	11	185	6	99	40	11
	10%	13% cde	12% cde	8%	9%	8%	9%	7%	10%	12%	10%	11% l	1%	19% kl	14%	11%
Refused	4	-	-	1	1	3	1	1	2	2	-	2	2	-	-	-
	0%	0%	0%	0%	0%	1% ab	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean number of people	2.7	2.9 cde	2.9 cde	2.3	2.6 c	2.7 c	2.4	2.4	2.5	2.9 fgh	3.4 fghi	3.0 l	1.8	3.1 l	3.1	2.9
Standard deviation	2.07	1.37	1.36	1.36	2.84	1.33	1.46	1.32	1.44	1.38	7.64	2.41	.77	1.54	1.28	1.28
Standard error	.04	.05	.04	.05	.08	.07	.06	.08	.05	.04	.69	.06	.03	.07	.08	.13
Columns Tested:	a,b,c,d,e - f,g,h,i,j - k,l,m - n,o															

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 78**

**Q56. Do you or someone else in your household have power of attorney to manage the landline service on behalf of somebody living elsewhere - perhaps an elderly or disabled relative, friend or neighbour? (SINGLE CODE)**

Base : All respondents

	Total	GENDER		AGE									SEG						
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E	
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332	
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274	
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290	
Yes	92	49	44	10	8	14	20	20	12	9	22	21	30	28	18	16	10	6	
	3%	4%	3%	4%	1%	3%	4%	5%	4%	3%	2%	3%	4%	4%	3%	3%	3%	2%	
							d	dj											
No	2652	1298	1354	232	538	448	484	355	320	275	986	595	744	714	596	596	317	279	
	95%	95%	95%	92%	97%	96%	95%	93%	96%	96%	97%	96%	94%	94%	96%	96%	96%	96%	
					cg	c					cg	c							
Don't know	40	17	23	11	8	5	4	6	2	4	14	6	14	14	4	7	2	4	
	1%	1%	2%	4%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	

defghijk

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 78**

**Q56. Do you or someone else in your household have power of attorney to manage the landline service on behalf of somebody living elsewhere - perhaps an elderly or disabled relative, friend or neighbour? (SINGLE CODE)**

Base : All respondents

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+	ABC1C2 & U65	DE & 65+	DE & U65	UP TO £15.6K	£15.6K TO £25.99K	£26K TO £36.39K	£36.4K TO £51.99K	£52K+	REF'D/ DK	ENG- LAND	SCOT- LAND	WALES	N IRE- LAND	URBAN	RURAL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Yes	92 3%	19 4%	58 3%	2 1%	14 3%	14 3%	11 3%	10 3%	10 3%	9 4%	37 4%	72 3%	4 3%	16 7% k	1 1%	80 3%	12 3%
No	2652 95%	443 95%	1611 95%	152 98%	444 96%	470 96%	387 97%	381 96%	296 96%	228 95%	890 94%	2231 95%	134 96%	204 92%	83 99%	2278 95%	374 96%
Don't know	40 1%	5 1%	28 2%	1 1%	5 1%	5 1%	2 1%	7 2%	2 1%	4 2%	20 2%	36 2%	1 1%	3 1%	- -%	36 2%	4 1%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 78**

**Q56. Do you or someone else in your household have power of attorney to manage the landline service on behalf of somebody living elsewhere - perhaps an elderly or disabled relative, friend or neighbour? (SINGLE CODE)**

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Yes	92 3%	91 3%	92 3%	90 3%	74 3%	14 6% df	77 3%	53 3%	33 3%	18 6% jkm	74 3%	2 1%	90 3%	72 3%	18 8% jklmp	1 2%	1 1%
No	2652 95% e	2544 95% e	2652 95% e	2496 95% e	2358 96% e	205 89% e	2381 95% e	1495 95% e	1023 95% e	294 93% n	2358 96% n	155 98% n	2496 95% n	2289 95% n	207 91% n	68 97% n	87 98% n
Don't know	40 1%	40 1%	40 1%	38 1%	37 2%	12 5% abcdfgh	37 1%	21 1%	18 2%	3 1%	37 2%	2 1%	38 1%	37 2%	2 1%	1 1%	1 1%

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 78**

**Q56. Do you or someone else in your household have power of attorney to manage the landline service on behalf of somebody living elsewhere - perhaps an elderly or disabled relative, friend or neighbour? (SINGLE CODE)**

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Yes	92 3%	5 4%	69 3%	43 5% k	17 3%	3 3%	13 4%	15 3%	1 1%	1 2%	47 4%	46 3%	* *%	11 3%	41 4%	52 4%	40 3%
No	2652 95%	101 94%	2243 96%	871 94%	629 96% c	89 97%	302 94%	525 95%	91 97%	38 98%	1051 94%	1591 96% c	94 99%	331 96%	1077 96%	1408 96%	1244 95%
Don't know	40 1%	2 2%	34 1%	14 2%	6 1%	- -%	7 2%	10 2%	1 1%	- -%	15 1%	23 1%	1 1%	3 1%	6 1%	9 1%	31 2% no

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 78**

**Q56. Do you or someone else in your household have power of attorney to manage the landline service on behalf of somebody living elsewhere - perhaps an elderly or disabled relative, friend or neighbour? (SINGLE CODE)**

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Yes	92	36	73	14	6	49	77	11	5	52	81	6	5	45	71	9	10
	3%	5%	4%	3%	1%	5%	4%	3%	1%	5%	4%	2%	1%	3%	4%	3%	3%
		d	d	d		h	h			kl	l						
No	2652	659	1559	465	628	940	1842	345	464	1011	1881	333	438	1292	1907	300	290
	95%	93%	93%	96%	99%	93%	94%	97%	99%	93%	94%	98%	99%	96%	95%	95%	95%
				ab	abc			e	ef			ij	ij				
Don't know	40	13	35	3	1	18	39	-	1	22	39	-	1	15	25	8	5
	1%	2%	2%	1%	*%	2%	2%	-%	*%	2%	2%	-%	*%	1%	1%	3%	2%
		d	d			gh	gh			kl	kl						

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 78**

**Q56. Do you or someone else in your household have power of attorney to manage the landline service on behalf of somebody living elsewhere - perhaps an elderly or disabled relative, friend or neighbour? (SINGLE CODE)**

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY		STRONGLY		NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF- EMPL'ED	RUN FROM HOME	
		AGREE	TOTAL	DISAGREE	TOTAL											
		AGREE	DISAGREE	DISAGREE	DISAGREE											
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Yes	92	26	41	30	41	11	19	13	35	30	3	48	23	22	22	8
	3%	3%	3%	4%	4%	3%	4%	5%	4%	2%	2%	3%	4%	4%	8%	8%
No	2652	848	1266	781	1026	360	465	238	783	1360	110	1578	604	470	247	91
	95%	97%	96%	96%	95%	93%	95%	92%	94%	97%	95%	96%	96%	92%	90%	92%
		e	e							fgh		m	m			
Don't know	40	4	12	6	12	16	7	7	15	8	3	17	5	17	7	-
	1%	1%	1%	1%	1%	4%	1%	3%	2%	1%	3%	1%	1%	3%	3%	-%
						abcd		i	i		i			kl		

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o



**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 79**

**Q57. SHOWCARD** Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE									SEG					
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65-74	75+	25-44	65+	AB	C1	C2	DE	D	E
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted total	2784	1340	1444	198	421	465	504	460	426	310	886	736	793	766	555	667	335	332
Effective Weighted Sample	2290	1114	1176	178	363	394	419	370	358	269	745	624	618	635	479	564	291	274
Total	2784	1364	1420	253	554	467	507	380	334	288	1021	622	787	756	619	619	328	290
Up to £10,399	202	78	124	26	30	25	32	27	26	37	55	63	7	26	22	147	40	107
	7%	6%	9%	10%	5%	5%	6%	7%	8%	13%	5%	10%	1%	3%	3%	24%	12%	37%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
From £10,400 to £15,599	287	144	143	23	53	44	40	35	40	51	97	91	30	63	79	114	62	52
	10%	11%	10%	9%	10%	10%	8%	9%	12%	18%	10%	15%	4%	8%	13%	18%	19%	18%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
From £15,600 to £25,999	400	195	205	27	92	66	59	57	62	38	158	100	85	116	111	88	61	27
	14%	14%	14%	11%	17%	14%	12%	15%	19%	13%	15%	16%	11%	15%	18%	14%	19%	9%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
From £26,000 to £36,399	398	205	193	28	98	67	86	54	40	24	165	64	120	135	107	36	29	7
	14%	15%	14%	11%	18%	14%	17%	14%	12%	8%	16%	10%	15%	18%	17%	6%	9%	2%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
From £36,400 to £51,999	308	163	145	29	61	76	79	40	18	6	137	24	150	86	56	16	14	2
	11%	12%	10%	11%	11%	16%	16%	10%	5%	2%	13%	4%	19%	11%	9%	3%	4%	1%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
£52,000 and above	241	131	110	13	52	67	56	32	19	3	119	22	169	52	17	4	4	-
	9%	10%	8%	5%	9%	14%	11%	8%	6%	1%	12%	4%	21%	7%	3%	1%	1%	-%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Don't know	310	136	174	77	66	33	37	29	34	33	99	67	59	90	71	90	48	42
	11%	10%	12%	31%	12%	7%	7%	8%	10%	12%	10%	11%	8%	12%	11%	15%	15%	14%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Refused	638	313	325	30	102	89	119	107	96	95	191	191	168	188	156	123	70	53
	23%	23%	23%	12%	18%	19%	23%	28%	29%	33%	19%	31%	21%	25%	25%	20%	21%	18%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q

Columns Tested: a,b - c,d,e,f,g,h,i,j,k - l,m,n,o,p,q

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 79**

**Q57. SHOWCARD** Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	SEG & AGE					INCOME					COUNTRY					URBANITY	
	Total	ABC1C2 & 65+ a	ABC1C2 & U65 b	DE & 65+ c	DE & U65 d	UP TO £15.6K e	£15.6K TO £25.99K f	£26K TO £36.39K g	£36.4K TO £51.99K h	£52K+ i	REF'D/ DK j	ENG- LAND k	SCOT- LAND l	WALES m	N IRE- LAND n	URBAN o	RURAL p
Significance Level: 95%																	
Unweighted total	2784	547	1567	189	478	508	414	384	315	244	919	2322	245	148	69	2362	422
Effective Weighted Sample	2290	463	1288	161	406	424	332	304	248	183	804	1948	226	130	63	1962	328
Total	2784	466	1696	156	463	489	400	398	308	241	948	2339	139	223	84	2394	390
Up to £10,399	202 7%	21 4% b	34 2%	43 27% ab	105 23% ab	202 41% fghij	- -%	- -%	- -%	- -%	- -%	163 7%	12 9%	22 10%	5 6%	182 8%	21 5%
From £10,400 to £15,599	287 10%	68 15% b	105 6%	23 15% b	91 20% ab	287 59% fghij	- -%	- -%	- -%	- -%	- -%	232 10%	15 11%	30 14%	9 10%	244 10%	43 11%
From £15,600 to £25,999	400 14%	83 18% bc	230 14%	17 11%	71 15%	- -%	400 100% efghij	- -%	- -%	- -%	- -%	334 14%	19 13%	34 15%	14 17%	339 14%	62 16%
From £26,000 to £36,399	398 14%	57 12% cd	305 18% acd	7 4%	29 6%	- -%	- -%	398 100% efhij	- -%	- -%	- -%	347 15%	16 12%	23 11%	11 13%	327 14%	70 18% o
From £36,400 to £51,999	308 11%	22 5%	270 16% acd	2 1%	14 3%	- -%	- -%	- -%	308 100% efgij	- -%	- -%	268 11% m	23 16% km	8 4%	9 11% m	261 11%	47 12%
£52,000 and above	241 9%	21 4% cd	217 13% acd	1 1%	3 1%	- -%	- -%	- -%	- -%	241 100% efghj	- -%	222 10% m	9 7% m	4 2%	6 7%	194 8%	47 12% o
Don't know	310 11%	45 10%	174 10%	21 14%	68 15% ab	- -%	- -%	- -%	- -%	- -%	310 33% efghi	259 11%	14 10%	22 10%	14 16%	287 12% p	23 6%
Refused	638 23%	150 32% bd	361 21%	41 26% d	83 18%	- -%	- -%	- -%	- -%	- -%	638 67% efghi	513 22%	31 22% klin	79 35%	15 18%	561 23%	77 20%

Columns Tested: a,b,c,d - e,f,g,h,i,j - k,l,m,n - o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 79**

**Q57. SHOWCARD** Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	SERVICES AT HOME									SERVICES							
	Total	LAND- LINE PHONE	LAND LINE SERVICE	ANY MOBILE	FIXED BB	MOBILE BB	ANY BB	PAY TV	VOIP	LL & NO FBB	LL & FBB	LL & NO MOB	LL & MOB	LL & FBB & MOB	LL & NO FBB & MOB	LL & FBB & NO MOB	LL & NO FBB & NO MOB
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	2691	2784	2618	2518	219	2540	1556	1051	266	2518	166	2618	2433	185	85	81
Effective Weighted Sample	2290	2212	2290	2147	2046	178	2067	1285	865	245	2046	144	2147	1978	171	70	75
Total	2784	2674	2784	2625	2469	230	2496	1569	1073	315	2469	159	2625	2398	227	71	89
Up to £10,399	202	194	202	172	154	9	155	84	42	48	154	30	172	146	26	8	22
	7%	7%	7%	7%	6%	4%	6%	5%	4%	15%	6%	19%	7%	6%	12%	12%	25%
		gh	gh	h	h		h			ilm		ilm			ilm		ilmno
From £10,400 to £15,599	287	275	287	263	238	18	244	136	78	49	238	24	263	227	36	11	13
	10%	10%	10%	10%	10%	8%	10%	9%	7%	15%	10%	15%	10%	9%	16%	16%	14%
		h	h	h	h		h			ilm		jm			ilm		
From £15,600 to £25,999	400	387	400	380	365	20	368	221	127	35	365	20	380	352	28	14	7
	14%	14%	14%	14%	15%	9%	15%	14%	12%	11%	15%	13%	14%	15%	12%	19%	8%
		e	e	e	eh		eh	e								p	
From £26,000 to £36,399	398	386	398	386	382	46	385	247	186	16	382	12	386	372	14	9	3
	14%	14%	14%	15%	15%	20%	15%	16%	17%	5%	15%	8%	15%	16%	6%	13%	3%
						ab			ab		iknp		iknp	iknp		ip	
From £36,400 to £51,999	308	295	308	303	301	35	303	210	164	7	301	4	303	297	7	4	-
	11%	11%	11%	12%	12%	15%	12%	13%	15%	2%	12%	3%	12%	12%	3%	6%	-%
								ab	abcdf		iknp		iknp	iknp		p	
£52,000 and above	241	226	241	241	238	34	238	167	148	4	238	-	241	238	4	-	-
	9%	8%	9%	9%	10%	15%	10%	11%	14%	1%	10%	-%	9%	10%	2%	-%	-%
						abcdf		a	abcdfg		iknop		iknop	iknop			
Don't know	310	288	310	289	268	20	268	168	127	42	268	21	289	263	25	4	16
	11%	11%	11%	11%	11%	9%	11%	11%	12%	13%	11%	13%	11%	11%	11%	6%	19%
																jlmo	
Refused	638	624	638	590	523	48	536	337	201	115	523	48	590	503	87	20	28
	23%	23%	23%	22%	21%	21%	21%	21%	19%	36%	21%	30%	22%	21%	38%	28%	32%
		h	h	h						ilm		ilm			ilm		jm

Columns Tested: a,b,c,d,e,f,g,h - i,j,k,l,m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 79**

**Q57. SHOWCARD** Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	PROVIDERS FOR LANDLINE AND FIXED BB			LANDLINE PROVIDER										SWITCHING LANDLINE			
	Total	DIFF- ERENT a	SAME b	BT c	SKY d	EE e	TALK TALK f	VIRGIN MEDIA g	PLUSNET h	POST OFFICE i	BT OR EE OR PLUSNET j	NOT BT OR EE OR PLUSNET k	OTHER l	LAST 12 MONTHS m	LONGER AGO n	EVER o	NEVER/ DK p
Significance Level: 95%																	
Unweighted total	2784	282	2223	1017	595	92	319	510	99	43	1208	1566	97	295	1192	1487	1297
Effective Weighted Sample	2290	226	1892	781	514	80	269	443	83	34	943	1338	78	251	987	1230	1060
Total	2784	108	2346	927	652	92	321	550	94	39	1112	1660	96	345	1124	1469	1315
Up to £10,399	202	6	148	64	41	6	32	42	4	5	74	128	7	41	59	101	102
	7%	5%	6%	7%	6%	7%	10%	8%	4%	14%	7%	8%	7%	12% nop	5%	7%	8% n
From £10,400 to £15,599	287	14	223	98	50	13	40	50	11	9	122	163	14	45	114	159	128
	10%	13%	10%	11%	8%	14% d	13% d	9%	12%	24% cdgjk	11% d	10%	15% d	13%	10%	11%	10%
From £15,600 to £25,999	400	19	345	116	98	14	52	80	17	5	147	252	15	44	181	225	175
	14%	18%	15%	13%	15%	16%	16%	15%	18%	13%	13%	15%	16%	13%	16%	15%	13%
From £26,000 to £36,399	398	17	364	106	106	10	53	94	13	1	130	268	14	47	178	225	173
	14%	16%	16%	11%	16% cij	11%	17% cij	17% cij	14%	2%	12%	16% cij	14%	14%	16%	15%	13%
From £36,400 to £51,999	308	19	280	116	66	12	26	66	12	1	139	168	9	42	140	182	126
	11%	18% b	12%	12%	10%	13%	8%	12%	12%	2%	13%	10%	10%	12%	12% p	12% p	10%
£52,000 and above	241	14	224	98	56	5	16	47	10	*	113	128	8	41	84	125	116
	9%	13%	10%	11% fk	9%	6%	5%	9%	11% f	1%	10% fk	8%	9%	12% n	7%	9%	9%
Don't know	310	5	261	110	82	8	34	56	7	3	125	182	7	24	101	125	184
	11%	5%	11% a	12%	13%	9%	11%	10%	7%	9%	11%	11%	8%	7%	9%	9%	14% mno
Refused	638	14	502	220	154	22	67	116	19	14	260	371	21	59	267	326	312
	23%	13%	21% a	24%	24%	24%	21%	21%	20%	35%	23%	22%	21%	17%	24% m	22%	24% m

Columns Tested: a,b - c,d,e,f,g,h,i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 79**

**Q57. SHOWCARD** Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	USE LANDLINE AT HOME TO MAKE CALLS				USE LANDLINE AT HOME TO RECEIVE CALLS				USE LANDLINE AT HOME TO MAKE OR RECEIVE CALLS				USE MOBILE AT HOME TO CALL INSTEAD OF LANDLINE			
		AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN				AT LEAST LESS THAN			
		EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK	EVERY DAY	ONCE A WEEK	ONCE A WEEK	NEVER/ DK
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	2784	756	1761	493	530	1080	2067	336	381	1163	2112	314	358	1235	1944	354	320
Effective Weighted Sample	2290	616	1441	400	461	895	1687	277	337	958	1725	258	318	1070	1620	271	257
Total	2784	709	1667	483	634	1007	1958	356	470	1085	2001	339	444	1352	2003	317	305
Up to £10,399	202	49	122	32	49	77	142	23	37	79	145	20	37	81	121	27	24
	7%	7%	7%	7%	8%	8%	7%	6%	8%	7%	7%	6%	8%	6%	6%	9%	8%
From £10,400 to £15,599	287	73	170	46	71	108	199	32	55	118	207	27	53	118	185	38	40
	10%	10%	10%	9%	11%	11%	10%	9%	12%	11%	10%	8%	12%	9%	9%	12%	13% mn
From £15,600 to £25,999	400	105	236	76	88	151	285	57	58	164	289	62	50	186	292	46	42
	14%	15%	14%	16%	14%	15%	15%	16%	12%	15%	14%	18% l	11%	14%	15%	15%	14%
From £26,000 to £36,399	398	86	233	76	88	139	288	43	66	146	292	45	61	203	310	38	38
	14%	12%	14%	16%	14%	14%	15%	12%	14%	13%	15%	13%	14%	15%	15%	12%	12%
From £36,400 to £51,999	308	63	182	60	66	100	215	44	49	109	224	37	47	174	250	23	30
	11%	9%	11%	12%	10%	10%	11%	12%	10%	10%	11%	11%	11%	13% o	12% o	7%	10%
£52,000 and above	241	53	135	45	61	76	158	35	49	82	159	35	48	137	183	32	26
	9%	7%	8%	9%	10%	8%	8%	10%	10%	8%	8%	10%	11%	10%	9%	10%	9%
Don't know	310	90	185	35	90	111	210	29	70	121	218	23	68	161	225	21	42
	11%	13% c	11% c	7%	14% c	11%	11%	8%	15% fg	11% k	11%	7%	15% ijk	12% o	11% o	7%	14% o
Refused	638	189	404	113	121	246	461	92	85	266	468	90	79	293	438	90	63
	23%	27% d	24% d	24%	19%	24% h	24% h	26% h	18%	25% l	23% l	27% l	18%	22%	22%	28% mnp	21%

Columns Tested: a,b,c,d - e,f,g,h - i,j,k,l - m,n,o,p

**OFCOM NARROWBAND MARKET REVIEW - RESIDENTIAL CONSUMERS - APRIL/ MAY 2017.**

**Table 79**

**Q57. SHOWCARD** Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	PREPARED TO GIVE UP ABILITY TO MAKE AND RECEIVE CALLS FROM LANDLINE						MAIN REASON FOR HAVING A LANDLINE					WORKING STATUS		BUSINESS		
	Total	STRONGLY AGREE	STRONGLY DISAGREE	TOTAL DISAGREE	NEITHER/ DK	TO MAKE CALLS	TO RECEIVE CALLS	TO MAKE OR RECEIVE CALLS OR FOR EMERGENCIES	NEED LANDLINE TO GET BROADBAND	MORE RELIABLE THAN MOBILE	WORKING	OTHER NOT WORKING	SELF-EMPL'ED	RUN FROM HOME		
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Unweighted total	2784	796	1271	868	1134	379	518	264	872	1291	121	1482	777	524	262	95
Effective Weighted Sample	2290	675	1048	735	943	304	438	221	729	1105	91	1236	656	436	213	83
Total	2784	878	1320	816	1079	386	491	257	833	1398	116	1643	632	510	276	99
Up to £10,399	202	59	81	85	98	22	53	24	88	81	8	50	64	88	7	-
	7%	7%	6%	10% abe	9% b	6%	11% i	9% i	11% i	6%	7%	3%	10% k	17% kl	3%	-%
From £10,400 to £15,599	287	99	130	97	120	36	59	22	89	140	7	113	95	79	23	3
	10%	11%	10%	12%	11%	9%	12%	8%	11%	10%	6%	7%	15% k	15% k	8%	3%
From £15,600 to £25,999	400	108	181	117	162	57	69	46	128	188	20	232	109	60	34	11
	14%	12%	14%	14%	15%	15%	14%	18%	15%	13%	18%	14%	17% m	12%	12%	11%
From £26,000 to £36,399	398	125	204	83	129	64	37	24	68	234	24	299	66	32	52	14
	14%	14% c	15% cd	10%	12%	17% cd	7%	10%	8%	17% fgh	21% fgh	18% lm	11% m	6%	19%	14%
From £36,400 to £51,999	308	115	177	67	90	41	33	15	57	172	17	258	25	25	40	20
	11%	13% cd	13% cd	8%	8%	11%	7%	6%	7%	12% fgh	15% fgh	16% lm	4%	5%	15%	20%
£52,000 and above	241	96	145	44	66	30	22	15	43	133	14	203	22	16	43	18
	9%	11% cd	11% cd	5%	6%	8%	5%	6%	5%	10% fh	12% fh	12% lm	4%	3%	16%	19%
Don't know	310	114	153	92	115	42	57	39	103	172	5	130	61	119	25	9
	11%	13%	12%	11%	11%	11%	12% j	15% j	12% j	12% j	4%	8%	10% kl	23% kl	9%	9%
Refused	638	162	247	230	298	93	161	71	257	277	20	357	190	92	51	24
	23%	18%	19%	28% ab	28% ab	24% ab	33% ij	28% i	31% ij	20%	17%	22%	30% km	18%	18%	24%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m - n,o