

YouGov Survey Results

Sample Size: 8647
Fieldwork: 16th - 22nd May 2007

u-Switch	Gender			Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more									
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following products and services do you have bill paying involvement for in your household? [Please tick all that apply]

Landline/ home telephone	100	100	100	100	100	100	100	100	100	100	100	100	100	100	0	100	100	100	100	100	100	100	100
Mobile phone	82	81	84	87	84	77	83	80	85	82	82	82	80	67	0	85	82	100	93	83	84	100	85
Gas and/ or electricity supply	95	95	95	91	95	96	96	93	94	95	96	95	93	100	0	100	95	100	100	89	96	100	96
Water rates	88	89	87	80	88	91	89	85	88	90	93	90	65	33	0	100	87	100	93	89	88	100	87
Internet	92	95	88	90	92	92	92	92	90	91	93	93	93	100	0	100	89	100	93	100	100	100	97
Credit card	81	85	76	70	82	84	85	71	83	80	83	80	78	67	0	85	80	100	79	100	92	100	82
Bank current account	90	92	88	85	91	92	92	86	89	90	91	91	88	100	0	92	90	100	79	89	96	75	93
Bank savings account	72	73	70	65	73	72	76	63	71	70	72	73	72	33	0	85	72	0	64	72	84	100	71
Mortgage	51	52	50	48	67	34	56	41	48	50	54	52	53	67	0	46	51	0	57	61	48	50	55
None of the above	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Which of the following do you use to make telephone calls while at home? [Please tick all that apply]

Landline	96	95	96	88	96	99	95	96	93	96	96	96	97	100	0	92	95	100	93	100	100	100	98
Mobile phone	60	59	61	79	65	46	61	57	68	57	60	58	56	100	0	46	62	0	36	44	56	75	52
Calls via the internet (Voice Over Internet Protocol)	15	18	11	14	15	15	16	12	16	15	14	12	15	33	0	8	16	0	7	22	24	50	13
None of the above	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

And which do you use the most?

Landline	74	74	74	47	73	88	74	75	65	77	75	75	81	100	0	77	72	100	86	100	88	50	84
Mobile phone	23	22	24	50	24	9	23	22	32	20	22	23	15	0	0	15	24	0	14	0	8	50	11
Calls via the internet (Voice Over Internet Protocol)	3	4	2	3	3	3	3	3	2	3	2	3	2	0	0	8	4	0	0	0	4	0	3
None of the above	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2

When did you last change your landline home telephone call provider?

Within the last month	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1 to 6 months ago	10	9	11	15	10	7	9	11	11	9	10	9	7	67	0	8	6	100	0	17	8	25	9
7 to 9 months ago	6	5	6	10	5	5	5	6	5	6	6	7	4	0	0	0	4	0	7	0	8	0	6
10 to 12 months ago	7	6	7	9	7	6	7	7	7	7	7	7	5	0	0	8	3	0	7	6	16	25	9
13 to 24 months ago	12	11	12	13	12	11	12	11	11	12	12	12	14	0	0	15	6	0	14	0	36	0	36
More than 2 years ago	27	29	26	14	28	32	28	26	27	25	28	27	31	33	0	62	14	0	64	61	24	25	36
Have NEVER changed landline home telephone provider	38	39	37	36	37	40	38	37	39	40	35	37	39	0	0	8	67	0	7	17	8	25	2
Don't know	1	1	1	2	1	0	1	1	1	1	1	1	1	0	0	0	1	0	0	0	0	0	1

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		than one, please think of the company that you make the most calls with																					
u-Switch	Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsburys Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virign.net)	Other provider	Don't know
All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following products and services do you have bill paying involvement for in your household? [Please tick all that apply]

Landline/ home telephone	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Mobile phone	82	50	85	84	88	76	82	81	100	100	100	83	100	83	86	100	79	84	79	78	82	85	69
Gas and/ or electricity supply	95	100	92	93	96	97	100	97	100	100	100	95	100	83	97	100	97	93	95	100	95	94	97
Water rates	88	50	95	89	88	91	82	87	100	100	100	89	100	100	84	100	89	85	88	100	89	87	80
Internet	92	100	85	93	92	92	100	92	100	100	100	92	100	100	95	100	93	97	92	89	94	95	89
Credit card	81	100	82	88	100	84	82	81	100	100	50	83	100	83	95	100	90	83	80	100	78	82	75
Bank current account	90	100	92	92	100	95	91	89	100	100	100	89	100	100	92	100	91	91	95	89	89	91	85
Bank savings account	72	50	72	76	83	74	64	71	100	67	100	71	67	100	86	100	74	74	77	100	69	74	69
Mortgage	51	0	33	46	54	42	64	58	50	67	100	52	33	50	54	0	57	47	48	44	52	48	42
None of the above	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Which of the following do you use to make telephone calls while at home? [Please tick all that apply]

Landline	96	100	95	98	100	98	100	99	100	100	100	98	100	100	92	100	100	97	97	100	96	94	82
Mobile phone	60	100	54	51	54	54	91	60	100	67	100	60	0	67	65	100	55	56	53	44	61	55	71
Calls via the internet (Voice Over Internet Protocol)	15	50	21	15	21	11	18	5	50	100	0	10	0	50	32	100	18	11	9	33	12	22	11
None of the above	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

And which do you use the most?

Landline	74	100	77	85	88	71	91	76	100	100	100	82	100	100	86	100	75	79	80	89	71	76	55
Mobile phone	23	0	18	14	8	25	9	24	0	0	0	18	0	0	14	0	20	20	20	0	27	17	42
Calls via the internet (Voice Over Internet Protocol)	3	0	5	1	4	4	0	0	0	0	0	1	0	0	0	0	5	0	0	11	1	7	3
None of the above	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

When did you last change your landline home telephone call provider?

Within the last month	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1 to 6 months ago	10	0	3	5	17	13	0	48	0	0	0	15	0	17	14	0	18	23	17	0	6	18	6
7 to 9 months ago	6	0	3	4	21	24	0	10	0	0	0	13	0	17	8	0	14	11	15	0	3	8	5
10 to 12 months ago	7	0	3	7	21	22	9	7	0	0	0	21	33	0	5	100	19	16	17	11	3	11	3
13 to 24 months ago	12	0	3	24	21	37	55	6	50	33	0	25	0	33	11	0	23	27	35	0	8	26	12
More than 2 years ago	27	0	15	51	0	4	18	20	50	0	50	22	67	33	54	0	20	14	6	56	61	25	18
Have NEVER changed landline home telephone call provider	38	100	74	8	21	0	18	8	0	67	50	3	0	0	5	0	5	9	11	33	16	11	46
Don't know	1	0	0	1	0	0	0	1	0	0	0	1	0	0	3	0	0	0	0	0	1	2	9

u-Switch	Gender		Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more										
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have changed Landline/ home telephone provider, but not in last 1 month

	5365	2699	2666	954	2476	1935	3569	1796	1019	1284	1261	1293	478	3	0	12	1375	1	13	15	23	3	95
Unweighted Sample	5365	2699	2666	954	2476	1935	3569	1796	1019	1284	1261	1293	478	3	0	12	1375	1	13	15	23	3	95
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How many times have you ever switched your landline home telephone call provider?

Once	53	53	53	54	50	57	54	52	52	53	54	54	54	67	0	58	37	0	23	73	30	33	49
Twice	27	28	26	24	29	27	27	28	29	28	26	28	26	33	0	33	39	100	46	0	48	67	28
Three times	11	11	11	8	12	11	11	11	10	12	12	10	12	0	0	8	11	0	23	20	13	0	17
Four times	3	3	3	3	3	3	3	3	3	2	4	3	4	0	0	0	3	0	0	0	0	0	5
Five times	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0
More than 5 times	1	1	1	1	1	1	1	1	1	1	1	0	1	0	0	0	1	0	0	7	4	0	0
Don't know	4	3	5	9	4	2	4	4	5	4	3	4	3	0	0	0	9	0	8	0	4	0	0
Mean	1.67	1.68	1.66	1.60	1.73	1.63	1.66	1.68	1.67	1.65	1.72	1.63	1.71	1.33	.	1.50	1.83	2.00	2.00	1.73	2.00	1.67	1.78

Have NEVER changed landline home telephone call provider

	3282	1733	1549	547	1440	1295	2207	1075	660	842	688	764	302	0	0	1	2744	0	1	3	2	1	2
Unweighted Sample	3282	1733	1549	547	1440	1295	2207	1075	660	842	688	764	302	0	0	1	2744	0	1	3	2	1	2
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Why have you never changed your home telephone call provider? [Please tick all that apply]

I didnt know I could save money by switching	3	3	3	4	3	3	3	4	2	3	4	2	4	0	0	0	3	0	0	0	50	0	0
Savings are not big enough to make it worthwhile	42	48	35	33	41	47	43	39	43	45	41	40	38	0	0	0	44	0	100	0	50	0	50
Too much hassle	43	43	43	43	43	42	46	37	48	43	41	41	38	0	0	100	45	0	0	50	0	50	50
I would have to change my phone number	10	9	12	8	11	11	11	9	15	10	11	8	6	0	0	0	11	0	0	0	0	0	0
The main providers are really all the same	15	15	15	15	17	14	15	16	17	15	17	13	15	0	0	0	16	0	0	0	0	0	0
I wouldnt trust another provider	13	14	12	10	13	15	13	13	14	14	13	12	15	0	0	0	15	0	0	0	0	0	0
I dont understand the switching process	5	5	6	4	5	6	5	5	6	4	8	4	6	0	0	0	6	0	0	0	0	0	0
I ll lose some of my current features such as voicemail or 1471	11	12	10	8	11	13	12	10	11	12	11	11	9	0	0	0	13	0	0	33	0	0	50
Its better to stay with who you know	19	20	17	9	15	27	17	23	17	19	20	19	21	0	0	0	21	0	0	0	0	0	50
Im in a contract with another provider	2	2	2	4	2	2	2	2	2	2	3	2	2	0	0	0	2	0	0	0	0	0	0
Don't know	5	4	6	7	6	4	5	6	4	5	5	6	6	0	0	0	5	0	0	33	0	0	0
None of the above	13	11	15	20	13	9	13	13	13	12	12	14	14	0	0	0	10	0	0	33	0	100	0

Those with landline/ home telephone bill paying involvement who have not changed in the last 1 month

	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How frequently do you review your landline home telephone call provider with the view of perhaps switching provider?

At least quarterly	6	6	5	5	5	7	5	6	5	6	6	5	5	0	0	0	4	0	14	6	12	0	5
Every 6 months	8	9	8	8	8	9	8	8	8	8	9	9	9	33	0	0	6	0	29	11	12	50	18
Every year	21	23	20	22	22	20	22	19	21	21	22	21	21	33	0	23	17	100	21	17	32	25	39
Every 2 years	5	5	5	3	6	5	5	4	5	5	4	3	0	0	0	4	0	0	7	6	16	0	3
Less often	24	23	25	21	24	24	25	22	24	26	23	23	22	0	0	54	22	0	14	11	20	0	25
Never	31	30	32	33	30	31	30	34	32	30	30	32	34	33	0	15	43	0	7	33	4	25	6
Don't know	5	4	6	7	5	3	4	6	4	4	5	6	6	0	0	8	4	0	7	17	4	0	4

		than one, please think of the company that you make the most calls with																						
u-Switch		Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65	
Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have changed Landline/ home telephone provider, but not in last 1 month		Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
All	5365	0	10	169	19	92	9	164	2	1	1	834	3	6	35	1	98	284	59	6	1589	408	35	
Unweighted Sample	5365	0	10	169	19	92	9	164	2	1	1	834	3	6	35	1	98	284	59	6	1589	408	35	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How many times have you ever switched your landline home telephone call provider?

	Once	Twice	Three times	Four times	Five times	More than 5 times	Don't know	Mean																
Once	53	0	40	54	16	71	78	47	50	100	100	56	33	50	54	0	57	52	41	33	70	44	29	
Twice	27	0	20	28	32	12	22	31	50	0	0	26	33	33	34	100	19	29	27	50	18	28	20	
Three times	11	0	30	12	42	11	0	11	0	0	0	12	0	17	9	0	16	14	14	0	6	18	14	
Four times	3	0	10	2	5	2	0	6	0	0	0	3	33	0	3	0	5	4	7	0	2	5	0	
Five times	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	1	2	17	0	1	3	
More than 5 times	1	0	0	1	0	4	0	1	0	0	0	1	0	0	0	0	0	0	1	7	0	0	1	6
Don't know	4	0	0	2	5	0	0	4	0	0	0	1	0	0	0	0	0	0	3	0	4	3	29	
Mean	1.67	.	2.10	1.66	2.39	1.62	1.22	1.80	1.50	1.00	1.00	1.66	2.33	1.67	1.60	2.00	1.76	1.75	2.19	2.17	1.40	1.92	2.24	

Have NEVER changed landline home telephone call provider

	Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know	
All	3282	2	29	15	5	0	2	14	0	2	1	23	0	0	2	0	5	28	7	3	310	50	30	
Unweighted Sample	3282	2	29	15	5	0	2	14	0	2	1	23	0	0	2	0	5	28	7	3	310	50	30	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Why have you never changed your home telephone call provider? [Please tick all that apply]

	I didnt know I could save money by switching	Savings are not big enough to make it worthwhile	Too much hassle	I would have to change my phone number	The main providers are really all the same	I wouldnt trust another provider	I dont understand the switching process	I ll lose some of my current features such as voicemail or 1471	Its better to stay with who you know	Im in a contract with another provider	Don't know	None of the above											
I didnt know I could save money by switching	3	0	3	0	0	0	0	7	0	0	4	0	0	0	0	0	0	0	0	0	2	6	3
Savings are not big enough to make it worthwhile	42	0	7	27	40	0	0	50	0	50	100	26	0	0	0	0	80	50	43	67	30	36	27
Too much hassle	43	100	3	33	40	0	0	43	0	50	0	22	0	0	0	0	20	50	43	67	35	24	30
I would have to change my phone number	10	50	0	0	0	0	0	14	0	0	0	4	0	0	0	0	0	7	14	0	12	12	0
The main providers are really all the same	15	0	3	13	20	0	0	14	0	50	0	4	0	0	0	0	0	14	14	33	11	6	23
I wouldnt trust another provider	13	50	3	0	0	0	0	14	0	0	0	4	0	0	0	0	20	11	0	0	5	12	7
I dont understand the switching process	5	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	67	2	2	3
I ll lose some of my current features such as voicemail or 1471	11	50	3	7	0	0	0	7	0	0	0	4	0	0	0	0	0	11	29	33	3	4	7
Its better to stay with who you know	19	0	3	0	20	0	50	14	0	0	0	13	0	0	0	0	0	14	14	67	10	14	10
Im in a contract with another provider	2	0	0	0	20	0	0	7	0	0	0	0	0	0	0	0	0	4	14	0	3	4	3
Don't know	5	0	0	13	0	0	0	0	0	0	0	22	0	0	0	0	20	7	0	0	6	8	3
None of the above	13	0	83	27	0	0	50	7	0	50	0	17	0	0	100	0	0	7	0	0	26	24	27

Those with landline/ home telephone bill paying involvement who have not changed in the last 1 month

	Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know	
All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65	
Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How frequently do you review your landline home telephone call provider with the view of perhaps switching provider?

	At least quarterly	Every 6 months	Every year	Every 2 years	Less often	Never	Don't know																
At least quarterly	6	0	0	9	13	9	9	6	0	0	0	8	0	0	0	0	5	6	5	22	6	13	6
Every 6 months	8	0	5	15	21	11	9	14	0	0	0	10	0	17	8	100	11	12	18	11	8	16	3
Every year	21	0	3	34	42	25	9	22	50	0	50	31	33	50	32	0	39	34	39	11	20	26	20
Every 2 years	5	0	0	5	4	11	0	4	0	0	50	9	0	17	8	0	4	8	8	0	4	7	3
Less often	24	50	10	18	17	28	55	35	50	33	0	26	67	17	27	0	24	22	18	22	27	22	6
Never	31	50	79	13	4	10	18	13	0	67	0	8	0	0	14	0	9	12	8	33	31	11	38
Don't know	5	0	3	5	0	7	0	6	0	0	0	8	0	0	11	0	9	5	5	0	5	5	23

	Gender		Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more											
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall	
u-Switch																								
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97	
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following companies do you pay for the calls you make from your landline home telephone? If more than one, please think of the company that you make the most calls with.

Alpha Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0
Argos Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
British Gas Communications	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0
BT	48	48	47	52	47	46	49	45	50	51	45	44	47	0	0	0	100	0	0	0	0	0	0	0
Direct Save Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0
Equitalk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0
Euphony	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0
First: Telecom	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0
gotalk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0
Homecall	1	1	1	1	1	1	1	1	1	1	2	1	1	0	0	0	0	0	0	0	0	0	100	0
Just Dial	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Kingston	0	1	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0
One.Tel	2	2	2	1	2	3	2	2	3	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0
Planet Talk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Office	1	1	1	1	1	1	1	1	1	2	1	1	1	0	0	0	0	0	0	0	0	0	0	0
Sainsbury's Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sky Talk	2	2	2	2	3	1	2	2	2	2	3	2	2	0	0	0	0	0	0	0	0	0	0	0
Superline	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Swiftcall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Talk (Pathfinder Telecom)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TalkTalk (Carphone Warehouse)	10	9	11	9	10	11	10	10	9	9	10	12	9	0	0	0	0	0	0	0	0	0	0	0
Telco Global	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tele2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Telecom Plus	0	0	0	0	0	1	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0
Telecoms Connect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Tesco Telecom	1	1	1	1	1	1	1	1	1	2	1	1	1	0	0	0	0	0	0	0	0	0	0	0
Tiscali (including HomeChoice)	4	4	4	4	3	4	4	3	3	3	4	4	3	0	0	0	0	0	0	0	0	0	0	0
Toucan	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0
VarTec Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Virgin Media (formerly NTL, Telewest and Virign.net)	22	22	22	23	23	20	20	25	21	19	24	23	25	0	0	0	0	0	0	0	0	0	0	0
Other provider	5	6	5	3	5	7	5	6	5	6	5	5	5	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	1	1	2	1	0	1	1	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0

This survey is about the quality of service provided to you by your MAIN landline home telephone call provider they may provide other services such as Broadband but please rate them only on the landline service.

There are many services that home telephone call providers offer as part of providing you with telephone services, such as customer support, billing, plan optimisation etc. Thinking in general about your main home telephone call provider and the services they provide, for each of the following please indicate how important each of the following aspects of service is.

Value for money																									
Very important	74	69	79	77	74	72	72	77	72	74	74	74	73	100	0	92	64	100	79	94	88	100	74	74	
Fairly important	24	29	19	20	24	26	26	21	25	24	23	24	26	0	0	8	33	0	21	0	12	0	26	26	
Not important	1	2	1	1	1	1	1	1	2	1	1	1	1	0	0	0	2	0	0	6	0	0	0	0	
Don't know	1	1	1	2	1	1	1	1	1	1	1	1	1	0	0	0	1	0	0	0	0	0	0	0	

		than one, please think of the company that you make the most calls with																						
		Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsburys Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
	All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
	Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following companies do you pay for the calls you make from your landline home telephone? If more than one, please think of the company that you make the most calls with.

Alpha Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Argos Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
British Gas Communications	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BT	48	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Direct Save Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equitalk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Euphony	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
First-Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
gotalk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Homecall	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Just Dial	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Kingston	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
One.Tel	2	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Planet Talk	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Office	1	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sainsburys Telecom	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sky Talk	2	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Superline	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Swiftcall	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Talk (Pathfinder Telecom)	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0
TalkTalk (Carphone Warehouse)	10	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0
Telco Global	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0
Tele2	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0
Telecom Plus	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0
Telecoms Connect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0
Tesco Telecom	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0
Tiscali (including HomeChoice)	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0
Toucan	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0
VarTec Telecom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0
Virgin Media (formerly NTL, Telewest and Virgin.net)	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0
Other provider	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0
Don't know	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100

This survey is about the quality of service provided to you by your MAIN landline home telephone call provider they may provide other services such as Broadband but please rate them only on the landline service.

There are many services that home telephone call providers offer as part of providing you with telephone services, such as customer support, billing, plan optimisation etc. Thinking in general about your main home telephone call provider and the services they provide, for each of the following please indicate how important each of the following aspects of service is.

Value for money		Very important	Fairly important	Not important	Don't know																		
Very important	74	50	69	84	92	87	100	90	100	67	100	88	100	100	86	100	77	88	80	78	78	84	52
Fairly important	24	50	31	13	8	11	0	9	0	33	0	11	0	0	14	0	22	11	20	22	20	14	29
Not important	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2
Don't know	1	0	0	2	0	2	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	1	17

	Gender		Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more										
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall
u-Switch																							
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Easy to understand bills																							
Very important	46	41	52	43	43	51	43	52	42	44	47	50	44	33	0	54	45	0	64	56	44	50	40
Fairly important	45	48	42	46	47	43	48	40	48	46	45	42	47	67	0	31	46	100	36	39	44	50	51
Not important	8	10	5	9	9	6	9	6	10	8	7	6	8	0	0	15	8	0	0	6	12	0	9
Don't know	1	1	1	2	1	0	1	1	1	1	1	1	1	0	0	0	1	0	0	0	0	0	0
Low prices																							
Very important	66	60	72	73	67	61	64	71	65	64	67	67	64	100	0	77	55	100	86	89	88	100	81
Fairly important	30	36	25	24	30	34	33	26	31	32	29	30	33	0	0	23	40	0	14	6	12	0	18
Not important	3	4	2	2	2	4	3	2	3	3	2	3	2	0	0	0	4	0	0	6	0	0	1
Don't know	1	1	1	2	1	1	1	1	1	1	1	1	1	0	0	0	1	0	0	0	0	0	0
Online account management services																							
Very important	18	17	20	19	17	19	17	21	17	18	20	19	14	0	0	23	18	100	36	6	28	25	8
Fairly important	39	39	39	42	40	37	39	39	38	41	38	39	42	0	0	31	39	0	50	33	28	25	39
Not important	39	41	38	36	41	40	41	36	42	38	39	39	41	100	0	38	40	0	14	50	44	50	51
Don't know	3	3	3	3	3	4	3	4	3	3	4	3	3	0	0	8	3	0	0	11	0	0	2
Range of tariffs																							
Very important	24	19	30	27	23	26	22	30	23	23	24	27	24	0	0	31	23	100	21	11	24	25	22
Fairly important	47	46	49	49	49	45	47	48	46	50	47	46	49	67	0	46	48	0	36	61	48	25	52
Not important	25	33	18	21	26	27	28	20	28	24	26	24	25	33	0	15	27	0	36	28	28	50	26
Don't know	3	3	3	3	3	2	3	3	3	3	2	3	2	0	0	8	2	0	7	0	0	0	1
Range of payment methods																							
Very important	20	15	26	24	20	19	17	27	19	20	22	22	18	0	0	15	22	100	36	11	16	0	14
Fairly important	43	40	45	46	44	39	43	42	41	43	41	44	45	33	0	38	43	0	14	56	40	0	48
Not important	35	43	27	28	34	41	39	28	39	36	35	33	36	67	0	46	34	0	50	33	44	100	35
Don't know	2	2	2	2	2	1	1	2	1	2	2	2	1	0	0	0	1	0	0	0	0	0	2
Discounts (e.g. Friends and Family)																							
Very important	32	26	38	34	32	31	29	37	30	32	33	33	31	0	0	54	35	0	21	17	20	25	27
Fairly important	45	46	44	46	47	42	46	42	44	46	44	44	48	67	0	38	48	100	50	39	44	25	47
Not important	21	27	15	18	20	25	23	18	25	21	21	21	19	33	0	8	16	0	29	44	36	50	25
Don't know	2	2	2	2	2	2	1	2	1	2	2	2	2	0	0	0	1	0	0	0	0	0	1
Service features (e.g. Voicemail, 1571, etc.)																							
Very important	21	18	25	21	21	22	21	23	21	22	20	23	19	33	0	31	24	0	29	11	16	25	16
Fairly important	47	47	47	50	48	43	47	46	47	45	47	47	49	67	0	46	48	0	50	22	52	25	52
Not important	30	33	26	26	29	32	30	29	30	30	30	28	31	0	0	15	26	100	21	61	32	50	31
Don't know	2	2	2	2	2	2	2	3	2	3	2	2	1	0	0	8	1	0	0	6	0	0	1
Good customer support																							
Very important	61	55	68	59	59	66	59	66	60	60	62	63	58	33	0	62	61	100	64	56	64	50	45
Fairly important	34	39	29	36	36	30	36	30	34	35	33	33	38	67	0	31	34	0	36	39	32	50	53
Not important	3	4	2	3	4	3	4	2	4	3	4	3	2	0	0	8	3	0	0	6	4	0	2
Don't know	2	2	1	2	2	1	1	2	1	2	2	2	1	0	0	0	1	0	0	0	0	0	0
Reliability of service																							
Very important	86	84	87	79	85	90	86	86	85	86	87	86	85	100	0	85	86	100	93	89	84	100	81
Fairly important	13	14	11	19	13	9	13	12	14	13	11	13	13	0	0	8	13	0	7	6	16	0	19
Not important	1	1	1	1	1	0	1	1	1	1	1	0	1	0	0	8	1	0	0	6	0	0	0
Don't know	1	1	1	2	1	0	1	1	1	1	1	1	1	0	0	0	1	0	0	0	0	0	0

		than one, please think of the company that you make the most calls with																						
u-Switch		Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
	All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
	Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Easy to understand bills																								
	Very important	46	0	46	47	33	61	55	44	50	67	50	50	33	17	65	100	45	47	44	11	47	48	32
	Fairly important	45	0	41	46	63	29	36	44	50	33	50	43	67	83	35	0	50	44	42	78	44	45	42
	Not important	8	50	13	7	4	9	9	12	0	0	0	6	0	0	0	0	3	9	12	11	8	6	8
	Don't know	1	50	0	1	0	1	0	0	0	0	0	1	0	0	0	0	2	1	2	0	1	1	18
Low prices																								
	Very important	66	0	72	78	96	85	73	85	100	33	100	85	100	100	78	100	71	79	79	56	70	76	48
	Fairly important	30	50	28	19	4	14	27	14	0	67	0	14	0	0	22	0	27	19	21	33	28	22	34
	Not important	3	50	0	1	0	0	0	1	0	0	0	1	0	0	0	0	1	2	0	11	2	1	2
	Don't know	1	0	0	2	0	1	0	1	0	0	0	1	0	0	0	0	1	1	0	0	1	1	17
Online account management services																								
	Very important	18	0	21	23	21	11	9	17	0	0	50	23	33	17	11	100	17	25	30	11	14	24	11
	Fairly important	39	50	36	47	58	27	55	43	100	67	50	42	0	33	46	0	45	46	47	22	35	45	35
	Not important	39	50	41	26	21	51	36	38	0	33	0	32	67	50	41	0	35	27	21	67	48	29	34
	Don't know	3	0	3	4	0	11	0	2	0	0	0	3	0	0	3	0	3	3	2	0	4	2	20
Range of tariffs																								
	Very important	24	0	36	27	21	28	45	31	0	0	50	30	33	17	30	0	15	25	23	0	26	23	23
	Fairly important	47	50	49	42	54	36	36	45	100	67	50	46	0	33	43	100	56	53	55	22	47	43	37
	Not important	25	50	15	28	25	28	18	23	0	33	0	21	67	50	24	0	26	21	21	67	24	31	22
	Don't know	3	0	0	3	0	8	0	1	0	0	0	2	0	0	3	0	3	2	2	11	3	3	18
Range of payment methods																								
	Very important	20	0	28	20	8	25	18	23	0	0	50	19	0	17	8	100	11	22	24	0	19	18	17
	Fairly important	43	100	44	35	38	35	36	43	50	33	50	43	33	50	46	0	49	46	41	33	42	41	42
	Not important	35	0	28	43	54	37	45	31	50	67	0	36	67	33	46	0	38	31	30	56	38	39	23
	Don't know	2	0	0	2	0	3	0	2	0	0	0	2	0	0	0	0	3	1	5	11	2	2	18
Discounts (e.g. Friends and Family)																								
	Very important	32	50	31	28	17	43	36	33	0	33	50	37	33	0	35	0	21	30	24	22	27	21	29
	Fairly important	45	50	41	38	46	39	45	38	100	33	50	44	33	50	43	0	56	46	53	33	42	41	31
	Not important	21	0	28	32	38	14	18	26	0	33	0	17	33	50	19	100	20	23	21	44	29	35	20
	Don't know	2	0	0	3	0	3	0	3	0	0	0	2	0	0	3	0	2	1	2	0	2	3	20
Service features (e.g. Voicemail, 1571, etc.)																								
	Very important	21	100	15	16	17	18	18	21	0	0	50	21	33	0	19	0	17	22	21	22	18	19	28
	Fairly important	47	0	46	44	58	47	55	44	100	67	50	46	0	50	57	0	46	48	41	11	45	45	26
	Not important	30	0	36	35	25	30	27	34	0	33	0	31	67	50	22	100	35	29	33	44	35	34	26
	Don't know	2	0	3	4	0	4	0	2	0	0	0	2	0	0	3	0	3	1	5	22	2	3	20
Good customer support																								
	Very important	61	50	46	55	46	58	82	68	100	100	100	64	33	33	73	100	50	64	59	33	63	57	45
	Fairly important	34	50	49	37	50	34	18	29	0	0	0	32	67	67	24	0	45	30	32	44	33	35	31
	Not important	3	0	5	5	4	5	0	1	0	0	0	2	0	0	3	0	3	3	6	0	3	5	8
	Don't know	2	0	0	3	0	3	0	2	0	0	0	1	0	0	0	0	3	3	3	22	1	2	17
Reliability of service																								
	Very important	86	50	77	88	88	84	100	90	100	100	100	90	100	100	84	100	82	88	79	89	85	86	51
	Fairly important	13	50	23	10	13	13	0	9	0	0	0	9	0	0	16	0	17	10	18	11	14	12	31
	Not important	1	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	1	3	0	1	1	0
	Don't know	1	0	0	2	0	2	0	0	0	0	0	1	0	0	0	0	1	1	0	0	1	1	18

u-Switch	Gender		Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more										
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how satisfied are you with your current MAIN landline home telephone call provider? (Please consider all the factors, including customer service, charges, billing, online services, everything.)

Very satisfied	32	33	32	22	29	40	31	35	27	33	34	34	30	0	0	23	30	100	36	61	36	0	37
Fairly satisfied	46	46	46	52	48	42	47	44	47	46	46	45	47	33	0	54	47	0	50	22	56	25	48
Neither satisfied nor dissatisfied	14	14	13	16	15	11	14	13	17	13	13	13	14	67	0	23	16	0	0	17	8	50	9
Fairly dissatisfied	5	4	6	7	5	4	5	5	5	4	5	5	6	0	0	0	5	0	0	0	0	25	5
Very dissatisfied	2	2	3	2	3	2	2	2	3	2	2	2	3	0	0	0	2	0	0	0	0	0	0
Don't know	1	0	1	1	1	0	0	1	1	1	0	1	0	0	0	0	0	0	14	0	0	0	0

Why do you say this? [Please write in]

SEE OE_1

Would you recommend your MAIN landline home telephone call provider to a friend?

Yes - definitely	29	30	29	22	27	36	28	31	24	30	30	32	29	0	0	23	27	0	50	61	44	25	40
Yes - probably	32	32	33	34	33	31	32	32	32	31	34	31	33	0	0	38	33	100	29	22	20	0	31
Yes - possibly	23	24	22	26	24	20	24	21	26	23	22	21	22	67	0	31	23	0	21	17	28	50	16
No	11	11	12	13	12	9	11	11	13	10	10	11	12	33	0	0	11	0	0	0	4	25	10
Don't know	4	4	5	6	5	4	4	5	5	5	4	5	4	0	0	8	6	0	0	0	4	0	2

How satisfied are you with the value for money you receive from your MAIN landline home telephone call provider?

Very satisfied	24	24	25	18	22	31	23	27	20	25	25	28	25	0	0	38	16	100	43	72	44	0	30
Fairly satisfied	44	45	43	47	45	42	44	43	42	46	44	42	44	67	0	46	44	0	57	17	44	50	54
Neither satisfied nor dissatisfied	21	22	21	23	22	19	22	19	27	20	21	19	20	33	0	15	27	0	0	11	12	50	11
Fairly dissatisfied	7	6	7	7	7	6	7	6	7	6	6	7	8	0	0	0	9	0	0	0	0	0	4
Very dissatisfied	3	2	3	3	3	2	3	3	3	3	2	3	3	0	0	0	3	0	0	0	0	0	1
Don't know	1	1	1	2	1	1	1	2	2	1	1	1	1	0	0	0	1	0	0	0	0	0	0

Overall, how satisfied are you with the customer support services provided by your MAIN landline home telephone call provider? Please consider all the factors that contribute to good service in this area such as the variety of methods available to contact them, the ease of contacting them, range and quality of information, the time taken to respond to any queries, the speed of query resolution, the satisfaction with the outcome of your query.

Very satisfied	22	21	23	15	20	28	20	25	19	22	23	24	21	0	0	31	22	100	43	50	32	0	28
Fairly satisfied	38	38	38	39	38	38	38	38	37	37	39	38	40	0	0	54	40	0	36	22	16	0	40
Neither satisfied nor dissatisfied	21	22	19	22	22	19	22	19	23	21	20	21	19	67	0	15	22	0	14	17	36	75	20
Fairly dissatisfied	7	7	7	8	7	6	7	6	7	7	7	6	6	0	0	0	6	0	0	4	0	5	0
Very dissatisfied	5	5	6	8	5	4	5	5	6	5	5	5	7	0	0	0	4	0	0	6	0	25	0
Don't know	7	7	7	9	8	5	7	7	8	8	7	6	7	33	0	0	5	0	7	6	12	0	7

Overall, how satisfied are you with the billing services provided by your MAIN landline home telephone call provider? Please consider all the factors that contribute to good service in this area such as the accuracy of bills, the clarity of the information, the frequency and timeliness of bills.

Very satisfied	31	31	31	24	26	41	31	33	26	32	32	34	29	33	0	38	29	0	43	56	48	0	39
Fairly satisfied	44	43	45	47	47	39	44	44	45	43	45	43	47	0	0	46	46	0	50	28	44	50	42
Neither satisfied nor dissatisfied	17	18	15	19	19	13	17	15	21	17	15	15	15	67	0	15	17	0	11	8	50	13	0
Fairly dissatisfied	5	5	5	5	5	4	5	5	5	5	5	5	4	0	0	0	5	0	7	0	0	3	0
Very dissatisfied	2	2	2	3	2	2	2	2	2	2	2	3	3	0	0	0	2	0	0	6	0	0	2
Don't know	1	1	1	2	1	0	1	1	1	1	1	1	1	0	0	0	1	100	0	0	0	0	0

		than one, please think of the company that you make the most calls with																						
		Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
	All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
	Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how satisfied are you with your current MAIN landline home telephone call provider? (Please consider all the factors, including customer service, charges, billing, online services, everything.)

Very satisfied	32	50	15	35	50	46	45	43	50	33	0	39	0	33	49	100	38	40	35	33	29	40	15
Fairly satisfied	46	50	46	50	38	38	36	43	50	67	50	42	67	50	38	0	53	47	44	44	47	42	48
Neither satisfied nor dissatisfied	14	0	21	11	8	12	18	8	0	0	50	11	0	17	5	0	4	7	15	22	14	10	14
Fairly dissatisfied	5	0	5	3	4	3	0	3	0	0	0	5	33	0	8	0	3	3	5	0	6	4	5
Very dissatisfied	2	0	13	2	0	1	0	1	0	0	0	3	0	0	0	0	0	2	2	0	3	3	3
Don't know	1	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	2	1	0	0	1	1	15

Why do you say this? [Please write in]

Would you recommend your MAIN landline home telephone call provider to a friend?

Yes - definitely	29	0	18	29	42	42	36	40	50	33	0	37	0	33	59	100	31	32	36	33	26	40	18
Yes - probably	32	100	23	35	33	34	27	38	50	33	0	30	33	33	24	0	42	35	27	44	32	24	15
Yes - possibly	23	0	21	28	21	15	18	16	0	0	100	19	33	33	8	0	20	20	23	22	25	21	25
No	11	0	33	5	4	8	18	3	0	33	0	12	33	0	8	0	4	9	11	0	12	11	15
Don't know	4	0	5	3	0	1	0	2	0	0	0	2	0	0	0	0	3	4	3	0	4	4	26

How satisfied are you with the value for money you receive from your MAIN landline home telephone call provider?

Very satisfied	24	0	15	27	54	45	36	45	50	0	0	43	0	33	57	100	39	35	30	33	23	39	15
Fairly satisfied	44	100	38	48	42	40	45	45	50	67	0	41	33	50	35	0	50	47	50	44	45	38	34
Neither satisfied nor dissatisfied	21	0	23	20	4	14	9	6	0	33	100	11	33	17	5	0	7	13	14	22	21	14	22
Fairly dissatisfied	7	0	10	3	0	1	0	1	0	0	0	3	33	0	0	0	2	2	5	0	8	3	5
Very dissatisfied	3	0	13	1	0	0	9	1	0	0	0	2	0	0	3	0	0	2	2	0	2	4	6
Don't know	1	0	0	2	0	0	0	2	0	0	0	0	0	0	0	0	2	1	0	0	1	2	18

Overall, how satisfied are you with the customer support services provided by your MAIN landline home telephone call provider? Please consider all the factors that contribute to good service in this area such as the variety of methods available to contact them, the ease of contacting them, range and quality of information, the time taken to respond to any queries, the speed of query resolution, the satisfaction with the outcome of your query.

Very satisfied	22	0	21	14	38	33	36	25	50	0	0	19	0	0	35	100	24	21	23	33	20	26	11
Fairly satisfied	38	50	44	40	29	34	18	35	50	67	0	33	33	33	38	0	37	40	33	33	38	35	31
Neither satisfied nor dissatisfied	21	50	23	27	21	12	18	19	0	33	50	18	0	33	14	0	17	14	26	11	21	19	23
Fairly dissatisfied	7	0	10	5	0	5	0	4	0	0	50	9	0	17	5	0	4	7	6	0	8	6	5
Very dissatisfied	5	0	3	3	4	2	9	4	0	0	0	9	33	0	3	0	1	5	3	11	7	4	8
Don't know	7	0	0	11	8	14	18	12	0	0	0	11	33	17	5	0	17	13	9	11	6	9	23

Overall, how satisfied are you with the billing services provided by your MAIN landline home telephone call provider? Please consider all the factors that contribute to good service in this area such as the accuracy of bills, the clarity of the information, the frequency and timeliness of bills.

Very satisfied	31	0	23	36	50	49	55	33	50	33	0	41	0	17	59	100	30	37	39	33	26	39	20
Fairly satisfied	44	50	46	47	33	32	36	42	50	33	50	39	67	67	22	0	51	44	45	33	45	40	32
Neither satisfied nor dissatisfied	17	50	23	12	8	12	0	16	0	33	50	14	0	17	14	0	12	13	14	22	19	13	18
Fairly dissatisfied	5	0	8	3	8	7	0	4	0	0	0	3	0	0	5	0	4	4	0	11	7	4	5
Very dissatisfied	2	0	0	1	0	1	9	2	0	0	0	2	33	0	0	0	0	1	2	0	3	2	8
Don't know	1	0	0	1	0	0	0	3	0	0	0	0	0	0	0	0	3	1	0	0	1	1	17

u-Switch	Gender		Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more										
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking of the bills provided by your MAIN landline home telephone call provider, do you think they are easy or difficult to understand?

Very easy	36	36	36	29	33	43	35	38	33	38	37	36	37	0	0	38	31	0	50	50	52	0	51
Fairly easy	45	43	46	49	46	41	46	43	46	43	45	44	46	33	0	38	48	0	43	33	40	75	37
Neither easy nor difficult	11	13	10	12	13	9	11	11	13	11	11	11	11	33	0	15	12	0	0	6	4	0	12
Fairly difficult	5	5	5	6	5	5	5	5	6	5	5	6	5	0	0	8	7	0	7	11	4	0	0
Very difficult	2	2	2	2	2	2	2	2	1	2	2	2	2	0	0	0	2	0	0	0	0	25	0
Don't know	1	1	1	3	1	0	1	1	2	1	1	1	1	33	0	0	1	100	0	0	0	0	0

Overall, how satisfied are you with the online services provided by your MAIN landline home telephone call provider? Please consider all the factors that contribute to good service in this area such as the ease of use, range and quality of the services available, reliability, everything.

Very satisfied	24	23	24	17	20	32	22	26	18	25	24	26	24	0	0	31	22	0	43	39	32	0	26
Fairly satisfied	40	41	39	40	41	39	40	39	41	38	42	38	41	33	0	38	40	100	57	22	36	25	35
Neither satisfied nor dissatisfied	17	18	16	18	19	14	17	17	19	17	16	18	16	33	0	15	19	0	0	6	16	0	14
Fairly dissatisfied	4	4	4	4	4	3	4	4	4	4	4	4	4	0	0	0	3	0	0	0	0	0	5
Very dissatisfied	2	2	2	2	2	2	2	2	2	2	2	2	2	0	0	0	2	0	0	6	0	25	1
Don't know	11	10	12	16	12	8	11	10	14	11	10	10	11	33	0	0	12	0	0	22	12	50	15
Not applicable - my main supplier does not offer online services	3	3	2	3	2	3	3	2	3	3	3	2	2	0	0	15	2	0	0	6	4	0	3

How satisfied are you with your MAIN landline home telephone call provider in terms of the quality of calls it provides? Please consider how consistently clear from interference your line is, and the proportion of time your call connects first time.

Very satisfied	49	50	49	41	46	57	49	49	46	51	51	50	46	0	0	46	49	100	71	78	76	0	54
Fairly satisfied	37	37	38	41	38	35	38	36	38	36	38	36	41	33	0	46	38	0	29	17	24	75	39
Neither satisfied nor dissatisfied	9	10	9	11	11	6	8	11	10	9	8	10	10	33	0	8	10	0	0	6	0	0	5
Fairly dissatisfied	2	2	2	4	2	1	2	2	3	2	2	2	2	33	0	0	2	0	0	0	0	0	1
Very dissatisfied	1	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	0	0	0	0	25	0
Don't know	1	1	1	2	1	0	1	1	1	1	1	0	1	0	0	0	1	0	0	0	0	0	1

Overall, are you satisfied or dissatisfied with the call plan that your call provider has offered you?

Very satisfied	27	26	28	21	24	34	25	31	22	27	28	30	28	0	0	23	20	100	43	67	40	25	40
Fairly satisfied	44	44	45	47	46	42	45	43	44	45	45	43	45	67	0	46	47	0	50	28	52	50	45
Neither satisfied nor dissatisfied	20	22	17	20	22	17	20	18	24	19	18	18	19	0	0	23	23	0	7	6	4	25	7
Fairly dissatisfied	5	5	5	7	5	4	5	4	6	5	5	4	4	0	0	8	6	0	0	4	0	6	6
Very dissatisfied	2	2	2	2	2	1	2	2	2	2	2	2	2	0	0	0	2	0	0	0	0	0	1
Don't know	2	3	2	3	2	3	3	2	3	2	2	2	3	33	0	0	3	0	0	0	0	0	0

How satisfied are you that your supplier is ensuring you are on the best of their deals for you?

Very satisfied	16	15	18	13	14	21	14	20	12	17	18	17	18	0	0	23	13	0	29	33	28	0	18
Fairly satisfied	33	32	35	33	33	34	32	35	29	33	34	34	36	33	0	31	32	100	57	33	40	0	45
Neither satisfied nor dissatisfied	30	33	27	32	32	28	31	28	34	30	28	30	28	0	0	46	33	0	7	11	20	0	19
Fairly dissatisfied	11	11	11	14	12	9	12	9	13	11	11	10	10	67	0	0	13	0	0	6	4	50	9
Very dissatisfied	5	5	5	5	5	4	5	4	5	5	5	5	4	0	0	0	5	0	0	6	0	50	4
Don't know	5	5	4	4	4	5	5	4	6	5	4	4	4	0	0	0	4	0	7	11	8	0	5

		than one, please think of the company that you make the most calls with																					
u-Switch	Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking of the bills provided by your MAIN landline home telephone call provider, do you think they are easy or difficult to understand?

Very easy	36	0	26	49	54	54	64	37	50	33	0	46	0	17	59	100	35	43	42	22	34	50	25
Fairly easy	45	50	54	39	17	36	27	42	50	67	50	42	67	50	22	0	56	42	47	56	44	35	31
Neither easy nor difficult	11	50	15	9	21	9	0	14	0	0	50	8	0	17	3	0	4	9	9	11	13	8	18
Fairly difficult	5	0	5	2	8	1	0	1	0	0	0	2	0	17	14	0	0	3	2	0	6	5	6
Very difficult	2	0	0	0	0	0	9	1	0	0	0	1	33	0	3	0	1	1	0	11	3	1	2
Don't know	1	0	0	1	0	0	0	6	0	0	0	1	0	0	0	0	4	3	0	0	1	2	18

Overall, how satisfied are you with the online services provided by your MAIN landline home telephone call provider? Please consider all the factors that contribute to good service in this area such as the ease of use, range and quality of the services available, reliability, everything.

Very satisfied	24	0	15	29	46	29	36	24	0	0	0	28	0	0	46	100	25	33	24	22	20	34	14
Fairly satisfied	40	100	41	40	29	23	27	40	50	67	0	40	33	67	14	0	44	48	48	33	40	33	26
Neither satisfied nor dissatisfied	17	0	26	14	13	9	0	16	50	0	50	14	33	17	8	0	13	12	12	11	19	14	25
Fairly dissatisfied	4	0	0	2	4	3	0	2	0	0	0	5	0	0	3	0	3	3	5	0	5	3	3
Very dissatisfied	2	0	13	2	0	1	0	2	0	0	0	3	0	0	8	0	1	1	2	0	3	2	5
Don't know	11	0	5	10	8	24	18	10	0	33	50	9	33	17	14	0	9	3	9	33	10	6	22
Not applicable - my main supplier does not offer online services	3	0	0	3	0	11	18	5	0	0	0	2	0	0	8	0	6	0	0	0	2	8	6

How satisfied are you with your MAIN landline home telephone call provider in terms of the quality of calls it provides? Please consider how consistently clear from interference your line is, and the proportion of time your call connects first time.

Very satisfied	49	0	36	46	71	62	73	54	0	33	0	52	0	33	70	0	50	53	48	67	48	52	23
Fairly satisfied	37	100	44	45	25	33	18	36	50	67	50	34	33	33	22	100	45	38	38	33	39	35	29
Neither satisfied nor dissatisfied	9	0	18	6	4	4	0	6	50	0	50	10	67	33	3	0	2	6	5	0	10	8	15
Fairly dissatisfied	2	0	0	3	0	0	0	2	0	0	0	3	0	0	3	0	3	1	8	0	2	3	6
Very dissatisfied	1	0	3	0	0	1	0	1	0	0	0	1	0	0	3	0	0	1	2	0	1	1	6
Don't know	1	0	0	0	0	0	9	1	0	0	0	1	0	0	0	0	1	1	0	0	1	1	20

Overall, are you satisfied or dissatisfied with the call plan that your call provider has offered you?

Very satisfied	27	0	18	35	54	40	36	46	0	33	0	44	0	0	49	100	36	34	30	33	25	39	12
Fairly satisfied	44	100	28	42	38	50	45	42	50	67	0	39	0	83	41	0	56	46	45	33	43	36	42
Neither satisfied nor dissatisfied	20	0	26	17	8	8	9	8	50	0	50	12	67	17	11	0	3	13	17	33	22	17	20
Fairly dissatisfied	5	0	0	4	0	0	0	1	0	0	0	2	33	0	0	0	1	4	6	0	5	2	3
Very dissatisfied	2	0	23	1	0	1	0	1	0	0	0	1	0	0	0	0	0	1	2	0	2	2	5
Don't know	2	0	5	1	0	1	9	2	0	0	50	2	0	0	0	0	4	2	0	0	3	3	18

How satisfied are you that your supplier is ensuring you are on the best of their deals for you?

Very satisfied	16	0	13	13	33	25	36	30	0	0	0	24	0	0	49	0	23	17	18	0	15	28	9
Fairly satisfied	33	50	41	34	29	36	27	39	50	33	0	38	0	50	22	100	37	39	35	44	30	29	23
Neither satisfied nor dissatisfied	30	50	23	33	21	26	18	22	50	33	50	25	67	33	22	0	26	26	33	44	30	27	28
Fairly dissatisfied	11	0	3	10	4	5	0	3	0	0	0	6	0	0	3	0	3	9	8	11	13	7	9
Very dissatisfied	5	0	18	5	4	1	0	1	0	0	0	3	33	0	3	0	1	4	2	0	7	4	9
Don't know	5	0	3	4	8	7	18	4	0	33	50	5	0	17	3	0	10	5	5	0	4	5	22

u-Switch	Gender		Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more										
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how easy was it to start using your MAIN landline telephone call provider for your phone calls?

Very easy	58	56	59	48	57	63	57	60	51	58	60	59	59	33	0	77	56	100	64	72	64	25	61
Fairly easy	26	27	25	33	27	20	26	24	29	24	26	25	26	33	0	15	22	0	36	17	36	50	32
Neither easy nor difficult	5	5	5	7	6	4	5	6	6	6	4	5	4	33	0	8	5	0	0	6	0	25	5
Fairly difficult	2	2	2	4	2	2	2	2	3	2	2	2	2	0	0	0	2	0	0	0	0	0	1
Very difficult	1	1	1	2	1	0	1	1	1	1	1	1	0	0	0	0	1	0	0	0	0	0	0
Don't know	1	1	1	2	1	0	1	1	1	1	1	1	1	0	0	0	1	0	0	0	0	0	0
Not applicable - I have always been with this provider	8	8	7	4	6	11	8	7	8	9	7	7	7	0	0	0	14	0	0	6	0	0	1

Those with landline/ home telephone bill paying involvement who have not changed in the last 1 month

All	7996	4091	3905	1436	3686	2874	5313	2683	1545	1945	1815	1916	723	3	0	13	3527	1	14	17	25	4	96
Unweighted Sample	7996	4091	3905	1436	3686	2874	5313	2683	1545	1945	1815	1916	723	3	0	13	3527	1	14	17	25	4	96
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How satisfied were you with the quality of information provided to you during the transfer process to your MAIN landline telephone call provider?

Very satisfied	34	33	36	25	32	42	33	36	30	34	36	36	33	0	0	46	30	100	50	71	52	0	39
Fairly satisfied	36	36	36	40	37	31	36	34	37	35	36	34	38	67	0	38	31	0	43	18	40	100	44
Neither satisfied nor dissatisfied	14	15	13	16	15	11	14	14	15	14	12	14	12	0	0	8	16	0	0	6	4	0	14
Fairly dissatisfied	3	3	4	6	3	2	4	3	4	3	3	3	3	0	0	0	3	0	0	6	0	0	4
Very dissatisfied	2	1	2	3	2	1	2	1	2	1	2	2	2	0	0	0	1	0	0	0	0	0	0
Don't know	11	12	10	11	12	11	12	11	13	12	10	11	12	33	0	8	19	0	7	0	4	0	0

Those with landline/ home telephone bill paying involvement who have not changed in the last 1 month

All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some home phone providers are now offering reduced rates for customers signing up to long-term contracts- for 12 months or more.

Are you currently tied in a long-term contract (12 months or more) for your home phone?

Yes	19	18	19	25	17	17	17	21	19	18	19	19	18	0	0	0	16	0	0	39	4	0	32
No	69	71	67	56	71	73	71	66	68	70	70	68	70	100	0	92	72	100	100	56	84	100	58
Don't know	12	10	14	19	12	10	12	13	14	12	11	13	12	0	0	8	13	0	0	6	12	0	10

Is your MAIN landline telephone service part of a package with another service, e.g. Landline and Broadband or Landline and Digital TV? (Please tick all that apply)

Broadband	45	44	45	48	44	44	43	47	43	41	45	47	46	33	0	31	26	100	0	11	8	0	51
Digital TV	18	18	18	19	19	16	17	20	19	16	18	18	20	0	0	15	1	0	0	0	0	0	0
Mobile	2	2	1	1	2	1	1	2	1	1	2	2	2	0	0	8	1	0	0	0	0	0	0
VoIP	1	2	1	1	1	1	1	1	1	1	1	1	1	0	0	0	2	0	0	0	0	0	0
Don't know	2	1	2	2	2	1	2	1	2	2	2	1	2	0	0	15	2	0	0	0	0	0	0
No - it is not part of another service	52	53	51	48	52	53	53	49	53	55	52	49	50	67	0	54	72	0	100	89	92	100	49

Thinking of your call plan, are you on an inclusive package, e.g. free national calls day and night for a fixed monthly fee?

Yes	38	37	39	40	39	35	37	39	37	35	40	37	41	33	0	38	27	100	43	44	12	50	59
No	51	53	48	45	49	56	52	48	50	53	50	51	49	67	0	54	60	0	57	39	76	50	33
Don't know	11	10	13	15	12	9	11	13	13	12	10	12	10	0	0	8	13	0	0	17	12	0	8

		than one, please think of the company that you make the most calls with																						
		Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
u-Switch	All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
	Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Overall, how easy was it to start using your MAIN landline telephone call provider for your phone calls?

Very easy	58	0	36	64	92	71	91	65	50	67	0	57	0	0	70	100	69	64	68	56	57	65	34
Fairly easy	26	50	36	28	8	23	9	24	50	33	0	29	67	100	16	0	30	28	24	22	31	24	22
Neither easy nor difficult	5	0	5	4	0	4	0	6	0	0	100	6	0	0	8	0	0	3	3	0	6	5	9
Fairly difficult	2	0	0	3	0	1	0	3	0	0	0	4	0	0	5	0	0	3	2	0	3	3	3
Very difficult	1	0	3	0	0	1	0	1	0	0	0	4	0	0	0	0	0	1	2	0	1	0	3
Don't know	1	0	0	0	0	0	0	1	0	0	0	1	33	0	0	0	1	1	2	0	1	0	15
Not applicable - I have always been with this provider	8	50	21	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	22	1	2	14

Those with landline/ home telephone bill paying involvement who have not changed in the last 1 month

All	7996	1	31	183	24	92	11	178	2	3	2	854	3	6	37	1	103	310	66	7	1875	451	56
Unweighted Sample	7996	1	31	183	24	92	11	178	2	3	2	854	3	6	37	1	103	310	66	7	1875	451	56
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How satisfied were you with the quality of information provided to you during the transfer process to your MAIN landline telephone call provider?

Very satisfied	34	0	26	38	42	57	64	40	50	0	0	38	0	17	51	0	44	40	42	29	33	45	16
Fairly satisfied	36	100	32	43	50	28	18	47	50	67	0	38	33	67	35	100	46	42	38	43	40	35	36
Neither satisfied nor dissatisfied	14	0	16	8	4	7	9	6	0	0	100	11	67	0	8	0	9	9	15	29	13	14	20
Fairly dissatisfied	3	0	6	4	0	7	0	4	0	0	0	8	0	17	3	0	0	3	0	0	3	2	2
Very dissatisfied	2	0	3	1	0	2	0	2	0	0	0	4	0	0	0	0	1	2	3	0	2	1	4
Don't know	11	0	16	7	4	0	9	0	0	33	0	1	0	0	3	0	1	4	2	0	8	3	23

Those with landline/ home telephone bill paying involvement who have not changed in the last 1 month

All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some home phone providers are now offering reduced rates for customers signing up to long-term contracts- for 12 months or more.

Are you currently tied in a long-term contract (12 months or more) for your home phone?

Yes	19	0	3	8	17	5	0	33	0	0	0	36	0	33	8	0	8	23	35	0	18	16	18
No	69	100	85	82	83	80	100	53	100	100	100	52	100	50	86	100	80	66	58	100	69	76	51
Don't know	12	0	13	11	0	14	0	14	0	0	0	12	0	17	5	0	13	11	8	0	13	8	31

Is your MAIN landline telephone service part of a package with another service, e.g. Landline and Broadband or Landline and Digital TV? [Please tick all that apply]

Broadband	45	50	23	18	4	1	36	54	50	33	50	51	0	33	43	0	4	88	42	11	85	41	38
Digital TV	18	50	0	2	0	0	0	70	0	0	0	0	0	17	0	0	0	6	0	0	70	2	14
Mobile	2	0	3	4	0	0	0	0	0	0	0	1	0	0	11	0	0	1	0	0	4	1	3
VoIP	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	1	0	0	0	2	0
Don't know	2	0	0	1	0	1	0	3	0	0	0	1	0	0	0	0	2	0	2	0	1	2	14
No - it is not part of another service	52	50	74	79	96	98	64	18	50	67	50	48	100	50	51	100	94	12	56	89	9	56	46

Thinking of your call plan, are you on an inclusive package, e.g. free national calls day and night for a fixed monthly fee?

Yes	38	0	41	42	33	2	0	69	0	33	0	61	33	50	51	0	31	69	45	11	44	37	18
No	51	50	51	52	67	84	91	23	100	67	100	30	67	50	49	100	61	25	50	89	43	57	46
Don't know	11	50	8	5	0	14	9	8	0	0	0	9	0	0	0	0	8	6	5	0	13	6	35

	Gender		Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more											
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall	
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97	
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Not on inclusive package/ don't know	5388	2810	2578	896	2390	2102	3644	1744	1062	1384	1160	1289	457	2	0	8	3009	0	8	10	22	2	40	
Unweighted Sample	5388	2810	2578	896	2390	2102	3644	1744	1062	1384	1160	1289	457	2	0	8	3009	0	8	10	22	2	40	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In principle, would you consider a long-term contract (12 months or more) for your home phone?

Yes	50	55	46	54	53	46	54	43	52	49	50	50	51	0	0	75	50	0	63	40	50	50	50	
No	32	31	33	31	29	35	30	36	31	33	31	32	32	100	0	13	33	0	13	50	32	50	25	
Don't know	18	14	22	15	18	19	16	21	17	18	19	18	18	0	0	13	17	0	25	10	18	0	25	
If yes	2713	1536	1177	480	1264	969	1956	757	557	676	583	646	231	0	0	6	1500	0	5	4	11	1	20	
Unweighted Sample	2713	1536	1177	480	1264	969	1956	757	557	676	583	646	231	0	0	6	1500	0	5	4	11	1	20	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In percentage terms what sort of discount or saving off your bill would persuade you to sign for a 12 month contract?

No discount would be necessary	3	3	3	4	2	4	3	3	3	3	4	3	0	0	0	4	0	0	0	9	0	0	0
0.1	8	9	8	9	6	11	9	8	7	8	11	8	0	0	0	9	0	0	0	9	0	5	5
0.2	34	37	31	34	32	37	36	30	38	34	34	34	0	0	67	34	0	40	25	27	0	45	45
0.3	22	22	22	23	24	20	22	22	22	23	21	23	0	0	17	23	0	60	75	27	100	25	25
0.4	7	6	8	7	8	6	7	7	8	8	6	6	0	0	0	8	0	0	0	9	0	0	0
0.5	11	9	13	11	12	9	10	12	8	11	10	12	0	0	17	10	0	0	0	18	0	20	20
More than 50%	5	5	5	5	6	4	4	7	5	4	5	5	0	0	0	4	0	0	0	0	0	0	0
Don't know	9	9	9	8	9	9	8	11	8	9	10	9	0	0	0	8	0	0	0	0	0	5	5
Mean incl. 0	29.03	28.16	30.17	28.72	30.97	26.67	28.20	31.26	28.46	28.70	28.44	28.93	33.29	.	.	26.67	28.25	.	26.00	27.50	27.27	30.00	28.42
Mean excl. 0	30.08	29.15	31.31	29.94	31.81	27.87	29.26	32.27	29.38	29.66	29.45	30.27	34.31	.	.	26.67	29.38	.	26.00	27.50	30.00	30.00	28.42

On inclusive package	3259	1622	1637	605	1526	1128	2132	1127	617	742	789	768	323	1	0	5	1110	1	6	8	3	2	57	
Unweighted Sample	3259	1622	1637	605	1526	1128	2132	1127	617	742	789	768	323	1	0	5	1110	1	6	8	3	2	57	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What sort of call plan are you on (that is, what is included in your call plan)? [Please tick all that apply]

All inclusive national calls weekend	12	12	11	14	12	10	12	11	11	12	12	9	0	0	20	9	0	0	13	33	0	7	7
All inclusive national calls evening and weekend	44	45	43	54	46	37	45	43	45	45	45	40	0	0	40	64	100	17	38	67	0	18	18
All inclusive national calls Anytime (24 hours a day every day)	40	41	38	24	37	51	39	41	37	40	40	42	100	0	20	18	0	83	88	0	50	74	74
Inclusive of International calls	8	10	7	7	7	11	9	8	9	7	8	11	0	0	0	2	0	0	63	0	0	5	5
Includes a limited number of calls to Mobiles in the UK.	4	4	4	2	3	6	4	5	3	5	3	5	0	0	20	5	0	0	0	0	0	4	4
Free calls to other customers on the same service provider	14	14	13	10	14	16	13	15	12	13	13	17	0	0	40	2	0	17	13	0	0	35	35
Other	5	5	6	6	5	5	5	6	6	5	6	5	0	0	20	7	0	0	0	0	0	2	2
Don't know	6	5	6	9	6	4	6	6	8	5	5	5	0	0	0	9	0	0	0	0	50	7	7

Those with landline/ home telephone bill paying involvement who have not changed in the last 12 month

8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97	
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following are reasons why you have a home landline installed? [Please tick all that apply]

Habit/ always have had one	69	69	69	51	71	75	71	65	67	69	69	70	71	100	0	92	69	100	79	94	68	75	68
So that I can use the internet	63	65	61	67	61	63	64	60	62	64	61	64	64	100	0	46	73	100	64	89	80	75	75
For peace of mind (emergency calls, etc.)	53	49	57	46	54	55	53	53	50	54	53	54	53	33	0	54	54	100	57	72	52	25	47
For work calls	12	14	10	8	13	13	13	11	12	14	12	11	12	0	0	0	13	0	29	17	20	0	11
For personal calls	55	55	55	48	54	59	55	55	49	58	56	55	58	33	0	54	54	100	64	67	64	50	54
Because companies need a landline number for customer registrations and records	14	16	13	11	13	17	15	13	15	13	14	15	15	33	0	0	14	0	21	22	12	0	14
Other reason	8	7	9	8	8	7	9	7	9	8	8	7	9	0	0	0	7	100	7	6	8	0	10
Don't know	1	1	1	1	1	0	0	1	0	1	1	0	0	0	0	0	1	0	0	0	0	0	1

		than one, please think of the company that you make the most calls with																						
		Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsbury's Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65	
Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Not on inclusive package/ don't know	5388	2	23	106	16	90	11	56	2	2	2	334	2	3	18	1	71	98	36	8	1065	288	53	
Unweighted Sample	5388	2	23	106	16	90	11	56	2	2	2	334	2	3	18	1	71	98	36	8	1065	288	53	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In principle, would you consider a long-term contract (12 months or more) for your home phone?

Yes	50	0	39	43	44	60	36	50	50	0	100	51	0	67	50	0	46	58	61	25	54	43	34
No	32	50	30	36	31	26	45	29	50	50	0	25	100	33	50	100	38	32	28	38	27	43	40
Don't know	18	50	30	21	25	14	18	21	0	50	0	24	0	0	0	0	15	10	11	38	19	14	26
If yes	2713	0	9	46	7	54	4	28	1	0	2	170	0	2	9	0	33	57	22	2	578	124	18
Unweighted Sample	2713	0	9	46	7	54	4	28	1	0	2	170	0	2	9	0	33	57	22	2	578	124	18
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In percentage terms what sort of discount or saving off your bill would persuade you to sign for a 12 month contract?

No discount would be necessary	3	0	0	7	0	2	0	4	0	0	0	4	0	0	0	0	3	7	0	0	2	2	11
0.1	8	0	22	4	0	15	0	4	0	0	0	7	0	0	0	0	3	11	14	0	8	6	6
0.2	34	0	44	35	14	39	0	32	0	0	50	34	0	0	33	0	42	30	36	100	34	35	17
0.3	22	0	33	22	29	20	50	21	0	0	0	18	0	50	22	0	24	19	18	0	21	22	22
0.4	7	0	0	2	0	6	0	4	100	0	0	8	0	0	22	0	6	9	9	0	7	3	11
0.5	11	0	0	15	29	4	0	18	0	0	0	12	0	50	0	0	15	9	5	0	11	11	17
More than 50%	5	0	0	9	29	6	25	7	0	0	50	5	0	0	0	0	0	4	5	0	7	10	6
Don't know	9	0	0	7	0	9	25	11	0	0	0	14	0	0	22	0	6	12	14	0	11	10	11
Mean incl. 0	29.03	.	21.11	30.93	47.14	26.02	45.00	32.40	40.00	.	47.50	29.63	.	40.00	28.57	.	27.74	26.60	27.11	20.00	30.49	31.71	30.94
Mean excl. 0	30.08	.	21.11	33.25	47.14	26.56	45.00	33.75	40.00	.	47.50	30.89	.	40.00	28.57	.	28.67	28.91	27.11	20.00	31.16	32.59	35.36

On inclusive package	3259	0	16	78	8	2	0	122	0	1	0	523	1	3	19	0	32	214	30	1	834	170	12
Unweighted Sample	3259	0	16	78	8	2	0	122	0	1	0	523	1	3	19	0	32	214	30	1	834	170	12
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What sort of call plan are you on (that is, what is included in your call plan)? [Please tick all that apply]

All inclusive national calls weekend	12	0	13	3	13	0	0	6	0	100	0	9	0	33	5	0	13	22	7	0	17	9	0
All inclusive national calls evening and weekend	44	0	13	44	88	100	0	43	0	0	0	26	0	67	11	0	78	26	33	0	40	29	25
All inclusive national calls Anytime (24 hours a day every day)	40	0	19	53	25	0	0	54	0	0	0	68	100	33	68	0	16	55	50	0	37	56	33
Inclusive of International calls	8	0	0	5	0	0	0	19	0	0	0	36	0	0	0	0	0	0	3	0	2	7	17
Includes a limited number of calls to Mobiles in the UK.	4	0	25	5	0	50	0	0	0	0	0	6	0	0	0	0	0	1	0	0	2	4	8
Free calls to other customers on the same service provider	14	0	56	14	0	0	0	3	0	0	0	44	0	0	21	0	28	2	13	0	13	12	8
Other	5	0	13	5	0	0	0	0	0	0	0	4	0	0	16	0	6	2	10	100	5	9	8
Don't know	6	0	0	4	0	0	0	7	0	0	0	2	0	0	0	0	6	2	3	0	5	2	17

Those with landline/ home telephone bill paying involvement who have not changed in the last 12 month	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following are reasons why you have a home landline installed? [Please tick all that apply]

Habit/ always have had one	69	100	72	75	75	66	73	61	100	100	50	68	33	67	78	0	74	64	67	78	71	67	48
So that I can use the internet	63	50	74	67	79	74	82	61	50	67	50	73	33	100	73	0	70	78	74	89	29	72	62
For peace of mind (emergency calls, etc.)	53	0	54	51	71	51	55	53	0	33	0	53	33	67	59	0	51	51	41	78	52	48	42
For work calls	12	0	5	12	21	8	9	8	0	33	0	13	33	17	19	0	8	10	11	22	10	17	6
For personal calls	55	0	56	60	71	50	82	53	0	100	0	59	67	67	68	100	51	55	45	67	55	52	45
Because companies need a landline number for customer registrations and records	14	0	18	15	13	18	45	10	0	0	0	14	0	0	19	0	16	13	6	11	15	19	8
Other reason	8	0	10	10	4	5	0	6	0	0	0	8	33	0	14	100	7	7	9	22	9	9	5
Don't know	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	12

u-Switch	Gender			Age			Social Grade		Region					Which of the following companies do you pay for the calls you make from your landline home telephone? If more									
	Total	Male	Female	18 to 29	30 to 50	Over 50	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland	Alpha Telecom	Argos Telecom	British Gas Communications	BT	Direct Save Telecom	Equitalk	Euphony	First: Telecom	gotalk	Homecall
All	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
Unweighted Sample	8647	4432	4215	1501	3916	3230	5776	2871	1679	2126	1949	2057	780	3	0	13	4119	1	14	18	25	4	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When you are at home what do you use to make the following types of phone calls? [Please tick all that apply][CLEARLAST]

Local/ national landline calls [Please tick all that apply]

Home Phone	90	90	90	77	90	96	90	91	86	91	91	91	93	100	0	92	89	100	93	100	100	100	94
Mobile	37	37	36	53	40	25	38	33	45	35	34	33	33	33	0	31	40	0	14	17	44	25	28
VoIP	6	9	4	6	7	6	7	5	7	7	6	6	6	0	0	8	8	0	0	6	12	0	9
None of these	1	1	1	1	1	0	1	1	1	0	1	1	0	0	0	0	1	0	0	0	0	0	0

Premium rate numbers [Please tick all that apply]

Home Phone	59	55	64	58	60	60	61	57	59	60	60	60	58	100	0	77	60	100	64	67	60	50	72
Mobile	6	5	7	13	6	3	6	6	8	5	6	6	5	0	0	0	6	0	7	0	0	0	6
VoIP	1	1	1	2	1	1	1	1	2	1	1	1	1	0	0	8	1	0	0	0	0	25	0
None of these	36	41	31	32	36	39	36	38	36	37	36	36	39	0	0	15	36	0	36	33	40	25	26

International calls [Please tick all that apply]

Home Phone	64	65	62	53	62	71	67	57	70	65	61	60	63	100	0	77	63	100	71	94	84	75	69
Mobile	6	7	6	12	6	4	7	5	10	6	6	5	4	0	0	0	7	0	0	0	4	0	4
VoIP	9	12	6	9	9	9	10	6	11	9	9	7	9	33	0	8	10	0	11	16	0	7	
None of these	29	26	32	34	32	24	25	37	21	28	31	34	31	0	0	15	29	0	29	6	8	25	26

Calls to mobiles [Please tick all that apply]

Home Phone	60	63	57	39	58	72	62	56	57	64	60	59	60	100	0	62	63	100	71	83	80	100	62
Mobile	65	63	68	82	70	52	64	67	69	63	65	64	64	33	0	54	64	0	57	28	48	75	61
VoIP	2	3	1	2	2	3	3	2	2	3	2	2	2	0	0	0	3	0	0	6	0	25	2
None of these	3	4	2	2	2	4	2	4	2	3	4	3	3	0	0	0	3	0	0	6	0	0	0

If you have a landline but use your mobile to make calls at home, why is this? [Please tick all that apply]

Its free (you have inclusive minutes)	41	40	43	66	46	25	42	40	50	38	41	40	36	33	0	23	41	0	29	6	36	75	38
Its close to hand	16	17	15	25	17	10	17	14	20	15	14	16	14	0	0	23	18	0	0	6	12	50	12
It contains all your phone numbers	29	31	27	39	32	21	30	28	34	28	28	28	28	0	0	23	32	0	7	17	16	25	27
Privacy	5	6	5	7	5	4	5	6	6	5	5	5	5	0	0	8	6	0	0	6	0	0	4
Habit	8	8	7	16	8	3	7	8	10	7	7	7	7	0	0	0	8	0	0	0	8	25	4
Other reason	13	13	12	10	13	13	12	13	13	13	13	12	13	33	0	15	13	0	21	17	12	0	6
Dont know	1	1	1	1	1	1	1	2	1	1	1	1	1	0	0	0	1	0	7	0	0	0	0
Not applicable - I dont use my mobile to make calls at home	34	34	33	16	29	48	34	33	27	37	33	36	37	33	0	46	33	100	43	56	40	25	47

u-Switch

		than one, please think of the company that you make the most calls with																						
		Total	Just Dial	Kingston	One.Tel	Planet Talk	Post Office	Sainsburys Telecom	Sky Talk	Superline	Swiftcall	Talk (Pathfinder Telecom)	TalkTalk (Carphone Warehouse)	Telco Global	Tele2	Telecom Plus	Telecoms Connect	Tesco Telecom	Tiscali (including HomeChoice)	Toucan	VarTec Telecom	Virgin Media (formerly NTL, Telewest and Virgin.net)	Other provider	Don't know
All	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65	
Unweighted Sample	8647	2	39	184	24	92	11	178	2	3	2	857	3	6	37	1	103	312	66	9	1899	458	65	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When you are at home what do you use to make the following types of phone calls? [Please tick all that apply][CLEARLAST]

Local/ national landline calls [Please tick all that apply]

Home Phone	90	100	95	95	100	87	100	94	100	100	100	95	100	100	92	100	94	92	89	100	89	90	74
Mobile	37	0	36	31	33	34	45	28	50	0	50	31	0	33	46	0	36	34	36	56	37	30	43
VoIP	6	0	8	17	3	9	2	50	0	0	2	0	17	8	100	12	4	2	33	4	12	6	6
None of these	1	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	1	5

Premium rate numbers [Please tick all that apply]

Home Phone	59	50	49	67	75	63	55	57	50	100	50	62	100	50	65	100	53	62	44	78	56	62	40
Mobile	6	0	8	2	0	4	0	12	0	0	0	5	0	0	11	0	1	5	8	11	6	5	20
VoIP	1	0	5	2	0	0	0	0	0	0	0	1	0	0	3	0	1	0	2	11	1	3	3
None of these	36	50	38	32	25	34	45	34	50	0	50	35	0	50	30	0	47	35	48	22	40	34	40

International calls [Please tick all that apply]

Home Phone	64	50	67	79	71	63	55	60	100	100	50	71	67	67	68	100	62	66	64	100	58	66	48
Mobile	6	0	15	8	0	2	0	8	0	0	0	5	0	0	3	0	6	6	8	11	6	5	17
VoIP	9	0	13	14	4	4	9	1	50	33	0	6	33	67	27	100	11	6	6	22	8	14	5
None of these	29	50	13	15	29	33	36	36	0	0	50	25	0	17	27	0	29	29	30	0	35	23	37

Calls to mobiles [Please tick all that apply]

Home Phone	60	0	54	65	75	60	45	50	100	67	100	59	100	67	62	100	57	62	65	89	53	64	42
Mobile	65	100	69	64	58	61	73	69	50	67	50	67	0	67	70	100	60	64	56	56	69	60	71
VoIP	2	0	5	2	4	0	0	0	0	0	0	1	0	0	3	0	2	0	2	11	1	5	0
None of these	3	0	0	1	0	7	0	3	0	0	0	3	0	0	3	0	3	2	3	0	3	3	8

If you have a landline but use your mobile to make calls at home, why is this? [Please tick all that apply]

Its free (you have inclusive minutes)	41	50	49	38	38	29	55	47	50	33	0	40	0	33	38	0	42	41	45	44	44	37	35
Its close to hand	16	0	13	11	13	11	0	14	50	33	0	16	0	17	19	100	15	17	9	0	15	11	18
It contains all your phone numbers	29	0	18	21	33	15	27	24	50	33	0	29	0	50	32	100	32	24	17	11	29	24	22
Privacy	5	0	3	3	13	3	0	6	0	0	0	4	0	17	3	0	2	7	5	11	5	5	8
Habit	8	0	5	7	8	10	0	6	0	0	0	6	0	0	3	0	5	4	3	11	8	6	11
Other reason	13	50	5	11	4	10	9	14	0	0	0	11	0	33	19	0	9	9	9	22	13	14	17
Dont know	1	0	0	2	0	1	0	2	0	0	0	1	0	0	0	0	1	1	3	0	1	0	6
Not applicable - I dont use my mobile to make calls at home	34	0	41	41	46	46	36	32	50	67	100	35	100	17	32	0	39	39	41	44	31	36	32