

Landline research January 2014

Figure 1: Percentage of UK survey respondents using a landline

Frequency	Total	Age range					
		16-25	26-35	36-45	46-55	56-65	Over 65
Daily	29% of all respondents	17%	19%	27%	34%	42%	64%
Weekly	33% of all respondents	26%	29%	35%	37%	42%	27%
Monthly	16% of all respondents	19%	19%	17%	17%	8%	6%
Twice a year or less	8% of all respondents	10%	11%	7%	5%	4%	1%
Never	14% of all respondents	27%	22%	13%	6%	4%	2%

Based on 4,224 polled on Cable.co.uk between 29 November 2013 and 3 January 2014

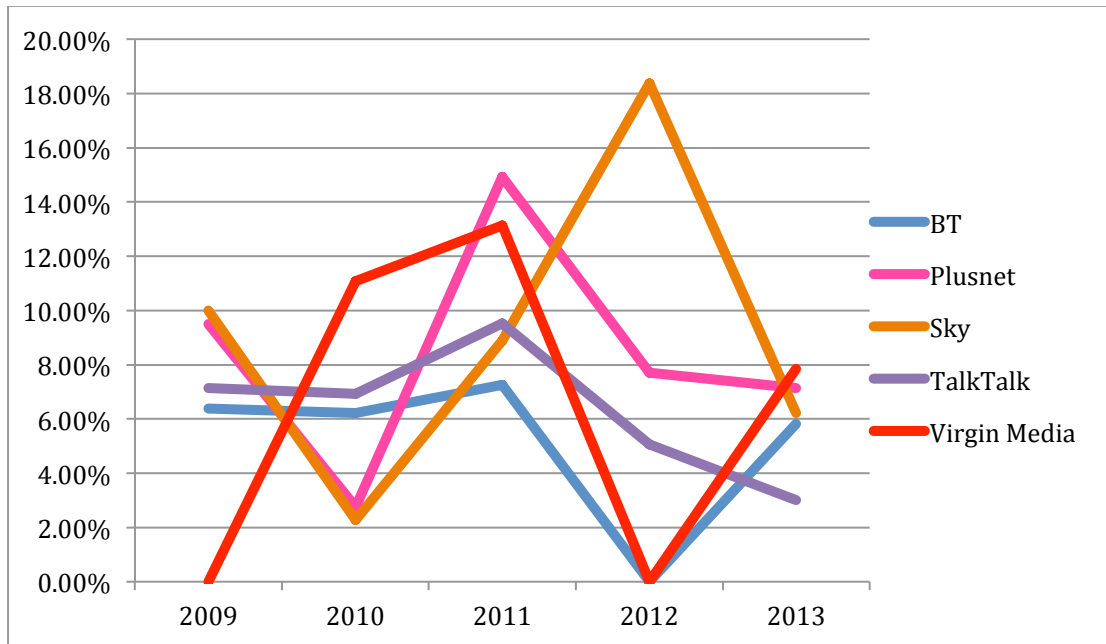
Figure 2: Line rental charges from 2009-2013

Year	Provider				
	BT	Plusnet	Sky	TalkTalk	Virgin Media
2009	£12.50 (6.38%)	£10.95 (9.50%)	£11.00 (10%)	£11.25 (7%)	£11.00 (0%)
2010	£13.29 * (6.23%)	£11.25 * (2.74%)	£11.25* (2.27%)	£12.04* (6.92%)	£12.24* (11%)
2011	£14.60 (7.25%)	£12.99 (14.92%)	£12.25 (8.89%)	£13.80 (9.52%)	£13.90 (13.14%)
2012	£14.60 (0%)	£13.99 (7.7%)	£14.50 (18.37%)	£14.50 (5.07%)	£13.90 (0%)
2013	£15.45 (5.82%)	£14.99 (7.15%)	£15.40 (6.21%)	£15.40 (3.01%)	£14.99 (7.84%)
Total increase during period	£2.95 (25.68%)	£4.04 (42.01%)	£4.40 (45.74%)	£4.15 (31.52%)	£3.99 (31.98%)

**includes VAT increase*

Source: Cable.co.uk records and Archive.org

Figure 3: Percentage increase in line rental charges (2009-2013)



Source: Cable.co.uk records and Archive.org