

The end of the line for the landline

Research commissioned by Relish reveals the death of the ‘home phone’ as Brits continue to pay the price

- ***One in four Brits don’t even know their own home phone number –***
- ***Over half of Brits only keep their home phone so they can access the internet***
- ***Over half of the UK ‘rarely’ or ‘never’ use their home phone to make calls -***
- ***Three in four adults admit that landlines are a thing of the past -***
- ***Nearly half don’t even know how much they’re paying for their landline –***

The landline is all but a thing of the past according to research published today by Relish, which highlights that people across the UK can’t recall their phone number and purposely ignore landline calls, despite paying a monthly charge for the service.

The research, commissioned by Relish, London’s new broadband service that operates without the need for a landline, revealed that despite paying monthly line rental charges, over a third (35%) of the UK ignore their home phone when it rings, amid fears it will be a sales call.

In addition, one in four people in the UK do not know their own phone number - a figure that rises to almost 40% in London - and over half of Brits said they ‘rarely’ or ‘never’ use their home phone to make personal calls.

Further, as people navigate the complex landscape of promotions and discounts usually offered as part of their landline and broadband package, the nation is becoming confused about how much they are actually paying each month. Almost half of people with a landline connection in the UK do not know how much it costs them each month – a trend that is more prominent among women (53%), than men (43%) – and four in ten do not know the exact cost of their combined broadband and landline package.

Nicholas James, CEO at Relish, said: *“It’s a sign of modern times that our landlines are increasingly going unused. Despite the fact that many people aren’t using their landlines for its intended purpose, they are forced to pay monthly charges for line rental, on top of the cost of their broadband. It seems like now is the time to wave goodbye to the landline.”*

A mere one in five people use their landline for making regular personal calls, with over half of the population keeping it solely for the purpose of accessing the internet – meaning they pay for unused line rental, on top of their monthly broadband fee.

As many broadband providers force people to pay for a landline connection they do not use just so they can access the internet, three in four adults believe that landlines are a thing of



the past, now mobile and online technology has taken over. In addition, the average household in the UK believes they will only need a home phone for three more years and a quarter want to get rid of their landline completely.

For more information on Relish, the wireless broadband that functions without the need for a landline, go to www.relish.net.

- ENDS -

For further information, stats and demographic / regional breakdown, please contact:
relish@wcommunications.co.uk

Notes to editors

About Relish

Relish is a new communications provider for Central London. We know London's people and businesses are always busy and on the move, so our services help them get online quickly and easily, without any hassle.

Our exclusive 4G and wireless networks mean that you can get online without needing to wait for a broadband installation guy, long contracts or unwanted landlines.

From our home and business broadband services through to our Dedicated Business Internet, if you're in need of fast internet without the kerfuffle, we've got you covered. Plus our Pocket Hub puts a Wi-Fi hotspot in your pocket when you're out and about.

Relish. Broadband without the wires.

About UK Broadband

UK Broadband switched on the first 4G LTE system for commercial services in the UK, in February 2012, in London. We now provide 4G LTE services in a number of cities, towns and commercial campuses in the UK.

Additionally, UK Broadband provides other wireless data capacity, services and solutions to commercial enterprises, public sector organisations and channel partners throughout the UK.

Relish is operated by UK Broadband, part of the PCCW Group that includes HKT, Hong Kong's premier telecommunications service provider and largest mobile service operator.