



## Brits underestimate landline cost by a staggering £1.6 billion a year

**London, 8<sup>th</sup> January 2015:** Relish, London's wireless broadband provider, today reveals that people across the UK are underestimating the cost of their home phones by a whopping £1.6 billion each year.

With a total of 25 million fixed residential landlines in the UK<sup>1</sup>, research from Relish uncovered a colossal 47% miscalculation to the cost of having a landline, as the nation remains perplexed by complicated broadband and landline pricing structures.

At the start of the New Year, many broadband providers promote discounted broadband packages to attract new customers. However, these pricing structures can be complicated and monthly landline rental is still required in order to access the internet by most providers.

A total of 30% of the nation admitted that they do not know how much they are spending on their landline, estimating the monthly expenditure at £11.39. However, the average cost of a landline in the UK has risen 68%<sup>2</sup> in the last 10 years. With further price hikes by most UK providers in 2014, the average cost of line rental has now risen even further to £16.77<sup>3</sup>.

In addition, Relish, which operates without the need for a landline, found that more than one in three (39%) people in the UK have no idea how much their total broadband and line rental package costs them every month.

**Will Harnden, Chief Marketing Officer at Relish, said:** "Many people have a landline for the sole purpose of accessing the internet, but complicated bills and promotional packages mean we struggle to understand how much they actually cost us. At almost £1.6 billion, this is an unbelievable amount of money for Brits to be spending without realising it, particularly as we enter the New Year looking for ways to cut down on unnecessary costs."

The study was commissioned by Relish to show how for most people, the landline is a redundant piece of technology we are forced to pay for, despite a huge number of Brits (51%) claiming they rarely or never use it. The study also revealed that one in four people in the UK don't even know their own home phone number and that 35% of us purposely ignore our home phones when they ring in anticipation of it being a sales call.

Many broadband providers require people to pay for a landline connection just so they can access the internet. In 2014, most major UK providers increased the cost of line rental as the nation ditched their home phone in favour of mobile devices.

For more information on Relish, the wireless broadband that functions without the need for a landline, go to [www.relish.net](http://www.relish.net).

- ENDS -

**For further information, stats and demographic / regional breakdown, please contact:**

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<sup>1</sup> As of December 2013 - [research carried out by Ofcom](#)

<sup>2</sup> Ofcom Communications Market report 2013, BT

<sup>3</sup> Based on average price of line rental from BT (£16.99), Sky (£16.40), Virgin (£16.99) and TalkTalk (£16.70)



### **Notes to editors:**

The survey was asked to 2000 UK adults who have a landline between 6-10th October 2014. Research was conducted online by market research company OnePoll in accordance with the Market Research Society code of conduct. All participants in the survey are double opted in to take part in research.

**Calculations:** Relish used data from OnePoll. Respondents were asked to estimate the average price they pay for landline rental each month - the average for 2,000 respondents was £11.39. This figure was subtracted from the actual average monthly landline rental cost (£16.77) in the UK to establish an average discrepancy of £5.38 for the UK. Over the course of a year, this works out as £64.56. Multiplied by the total number of fixed residential landlines in the UK according to Ofcom (25 million), the total average miscalculation can be estimated at £1.614 billion.

### **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.