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The Added Value Company Survey

Category

Base: All respondents

	CATEGORY						BMRA REGION										REGION				CONTACT WITH BMRA	
	Total	Reg. Bus.	Reg. govt.	BMRA member	Media	Other	North West	North East	Yorks & Humber	East Mids	West Mids	East. Region	Wales	London	South East	South West	Scotland	North	Mids & Wales	South	None	Some
Total	252 100%	80 100%	74 100%	21 100%	42 100%	35 100%	29 100%	13 100%	31 100%	14 100%	24 100%	16 100%	29 100%	16 100%	25 100%	23 100%	32 100%	73 100%	83 100%	64 100%	64 100%	188 100%
Regional Business	80 32%	80 100%	-	-	-	-	9 31%	5 38%	8 26%	6 43%	8 33%	6 38%	6 21%	5 31%	11 44%	7 30%	9 28%	22 30%	26 31%	23 36%	14 22%	66 35%
Regional govt.	74 29%	-	74 100%	-	-	-	5 17%	2 15%	11 35%	5 36%	6 25%	6 38%	10 34%	5 31%	8 32%	9 39%	7 22%	18 25%	27 33%	22 34%	32 50%	42 22%
BMRA member	21 8%	-	-	21 100%	-	-	3 10%	1 8%	2 6%	1 7%	1 4%	3 19%	-	2 13%	3 12%	3 13%	2 6%	6 8%	5 6%	8 13%	5 8%	16 9%
Regional Media	42 17%	-	-	-	42 100%	-	7 24%	3 23%	6 19%	-	7 29%	1 6%	6 21%	-	3 12%	3 13%	6 19%	16 22%	14 17%	6 9%	5 8%	37 20%
Regional Other	35 14%	-	-	-	-	35 100%	5 17%	2 15%	4 13%	2 14%	2 8%	-	7 24%	4 25%	-	1 4%	8 25%	11 15%	11 13%	5 8%	8 13%	27 14%

The Added Value Company Survey

Q.1 How well informed do you feel about the telecommunications industry generally?

Base: All respondents

	CATEGORY						BMRA REGION										REGION				CONTACT WITH BMRA	
	Total	Reg. Bus.	Reg. govt.	BMRA member	Media	Other	North West	North East	Yorks & Humber	East Mids	West Mids	East. Region	Wales	London	South East	South West	Scotland	North	Mids & Wales	South	None	Some
Total	252 100%	80 100%	74 100%	21 100%	42 100%	35 100%	29 100%	13 100%	31 100%	14 100%	24 100%	16 100%	29 100%	16 100%	25 100%	23 100%	32 100%	73 100%	83 100%	64 100%	64 100%	188 100%
Very/fairly well informed (net)	137 54%	43 54%	36 49%	12 57%	29 69%	17 49%	13 45%	7 54%	17 55%	4 29%	18 75%	4 25%	19 66%	8 50%	9 36%	18 78%	20 63%	37 51%	45 54%	35 55%	27 42%	110 59%
Very well informed (2)	29 12%	12 15%	8 11%	1 5%	4 10%	4 11%	2 7%	3 23%	1 3%	- -	7 29%	3 19%	5 17%	1 6%	1 4%	3 13%	3 9%	6 8%	15 18%	5 8%	4 6%	25 13%
Fairly well informed (1)	108 43%	31 39%	28 38%	11 52%	25 60%	13 37%	11 38%	4 31%	16 52%	4 29%	11 46%	1 6%	14 48%	7 44%	8 32%	15 65%	17 53%	31 42%	30 36%	30 47%	23 36%	85 45%
About average (0)	74 29%	21 26%	23 31%	6 29%	10 24%	14 40%	13 45%	5 38%	7 23%	6 43%	4 17%	8 50%	6 21%	6 38%	11 44%	- -	8 25%	25 34%	24 29%	17 27%	20 31%	54 29%
Not very well informed (-1)	28 11%	11 14%	11 15%	2 10%	2 5%	2 6%	1 3%	1 8%	7 23%	2 14%	1 4%	2 13%	3 10%	2 13%	4 16%	2 9%	3 9%	9 12%	8 10%	8 13%	11 17%	17 9%
Not at all well informed (-2)	11 4%	5 6%	3 4%	- -	1 2%	2 6%	1 3%	- -	- -	1 7%	1 4%	2 13%	1 3%	- -	1 4%	3 13%	1 3%	1 1%	5 6%	4 6%	5 8%	6 3%
Not very/not at all well informed (net)	39 15%	16 20%	14 19%	2 10%	3 7%	4 11%	2 7%	1 8%	7 23%	3 21%	2 8%	4 25%	4 14%	2 13%	5 20%	5 22%	4 13%	10 14%	13 16%	12 19%	16 25%	23 12%
Don't know/not stated	2 1%	- -	1 1%	1 5%	- -	- -	1 3%	- -	- -	1 7%	- -	- -	- -	- -	- -	- -	- -	1 1%	1 1%	- -	1 2%	1 1%
Average Score	.46	.43	.37	.55	.69	.43	.43	.69	.35	-	.92	.06	.66	.44	.16	.57	.56	.44	.51	.38	.16	.57
Std Error	.062	.123	.118	.170	.125	.165	.158	.263	.158	.253	.208	.309	.188	.203	.180	.258	.162	.103	.121	.127	.132	.069

The Added Value Company Survey

Summary table: Q.2 How well do you feel you know the following telecoms companies?

Base: All respondents

	RATING OF KNOWLEDGE									Avg Score	Std Error
	Total	Very/ fairly well	Very well (2)	Fairly well (1)	Neither (0)	Not very well (-1)	Not at all well (-2)	Not very/ not at all well	DK/NS		
Company 1	252 100%	86 34%	26 10%	60 24%	46 18%	54 21%	52 21%	106 42%	14 6%	- .19	.086
Company in UK	252 100%	223 88%	105 42%	118 47%	25 10%	2 1%	- -	2 1%	2 1%	1.30	.043
Company in Germany	220 100%	121 55%	49 22%	72 33%	44 20%	33 15%	20 9%	53 24%	2 1%	.44	.085
Company 42	252 100%	97 38%	30 12%	67 27%	65 26%	51 20%	34 13%	85 34%	5 2%	.03	.078
The Company 5	220 100%	45 20%	10 5%	35 16%	34 15%	32 15%	66 30%	98 45%	43 20%	-.62	.099
Company Forty Two	32 100%	12 38%	2 6%	10 31%	8 25%	8 25%	4 13%	12 38%	- -	-.06	.205
Company 7	32 100%	9 28%	3 9%	6 19%	7 22%	4 13%	8 25%	12 38%	4 13%	-.29	.262