

The second Cellular and Land Line Attitudes Research (CaLLAR) Index.

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Welcome



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This is the second in our series of polls aimed at understanding people's attitudes and approaches to telecoms and technology in the workplace and at home.

This time our questions are focused on how people feel about their mobile and fixed line phones; and the results are fascinating. As you'll see from the full report below, as well as offering genuine insight into how people use phones in 2015, there's an emerging, age-dependent divergence in people's attitudes. As the generation that we often hear described as 'digital native' - those born after around 1980 - reaches their mid-thirties and makes up more and more of the adult population, clear differences in phone etiquette, habits and general attitudes are developing.

For the world of professional telecoms there are many lessons in the data below. Are we delivering the right technologies, in the right way, to the right people? It's clear that single solutions across a workforce won't please everyone, but what is important is giving employees the right technology to do their job.

Is your company getting the best from younger and older employees alike? Is your company offering the choice that technology makes available in 2015?

Connect with us via any of our channels if you have any feedback, questions, or want to join the conversation.

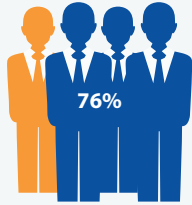
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Tech Control



Three in four (76%) people said that technology had helped them to take more control of their time.

- It's over eight in ten (84%) of those under 45
- And less than seven in ten (68%) of those over 45

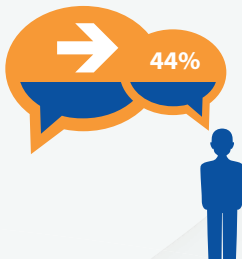
Sleep Notes



More than one in ten people (13%) often wake in the night to make a note on their mobile device

- That number jumps to almost one in four (25%) of 18-44 year olds
- But drops to less than one in 20 (4%) of those over 44

Walk & Talk



Just four in ten (44%) people say they benefit from being able to walk around when they are concentrating on that important call

- But for those under 35 as many as three in four 76% prefer to keep moving for important calls

Two in three people (66%) agree they have overheard confidential discussions on mobile phones

Better Calls

At work 66% of people claim to feel more relaxed and have better outcomes from their fixed line calls.



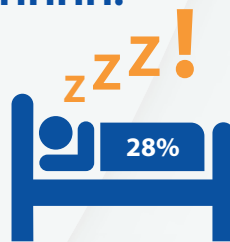
24/7 Access



Seven in ten (71%) respondents in work said that 24/7 access to work communications helps them stay more in control of their workload.

- 78% of under 45s
- 63% of those over 45
- 65% of those employed in the public sector
- 74% of those employed in the private sector

SHHHHHH!



More than one in four (28%) people said that they leave their phone on at night and are annoyed when they get a message while sleeping!

Private Calls



Six in ten of us (64%) prefer not to make telephone calls in public at all

- Many more over 45s hold this view – more than seven in ten (71%)

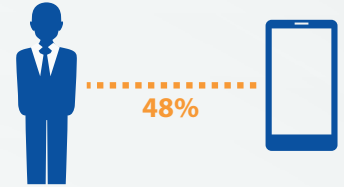
Never Off



Of those who stated an opinion, more than one in two (53%) worry they won't be contactable when their mobile is switched off.

- Many more of those under 45 worry, with nearly seven in ten (68%) admitting it
- While those over 45 are less concerned – just four in ten (40%) worry

Always Working



Of those in work one in two (48%) said that being connected outside of work hours means they can demonstrate their commitment to work.

- That figure rises to nearly two in three (62%) of those under 45
- But falls to less than one in three (31%) of those over 45

That Important Call



Two in three (66%) claim they like to be on a fixed line when they have an important call to make

- It's much less important to people under 35, with four in ten (40%) preferring a fixed line
- And much more important to those over 35, three in four of whom (75%) stating the preference

Listening In



Almost one in three people (29%) admit to wanting to hear the other end of mobile phone calls made in public

- That figure rises to four in ten (43%) of those under 45
- But less than one in five (18%) of those over 45

Commuter Etiquette



Eight in ten people (81%) are more annoyed by overhearing someone on a mobile phone on a train than they would be overhearing people speaking to fellow passengers

- It's closer to seven in ten (73%) of those aged 18-24
- But nine in ten (90%) of those over 65

About the sponsors



Cellular Solutions is the leading communications provider to South East England.

We offer a complete range of all telecommunications products and services encompassing mobile, mobile data, fixed line, fixed data, broadband and converged solutions for our customers. This allows us to deliver them better support, lower costs and the best possible service from dedicated account managers.

With a range of mobile, fixed line and business software packages and long standing partnerships with O2 and Vodafone we're ideally positioned to offer tailored solutions and the best promotional offers across hardware and business software packages.

Our approach recognises the significance of the value created as a result of successfully harnessing technology to increase productivity and efficiency, reduce cost and simplify the way you work. We're focused on helping businesses work better to deliver efficiencies, improve relationships with clients, employees and suppliers and build profitability. We help businesses develop and improve through excellence of communication.

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Populus interviewed a random sample of 2073 GB adults aged 18+ from its online panel in February 2015. Surveys were conducted across the country and the results have been weighted to the profile of all adults. Those people not offering an opinion were removed from the results. Where indicated, people in employment answered those specific questions. Populus is a founder member of the British Polling Council and abides by its rules. Further information at: www.populus.co.uk.