

# MERLIN to Word/Acrobat (MTWA)

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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%
<b>Average Score</b>	<b>.46</b>	<b>.43</b>	<b>.37</b>	<b>.55</b>	<b>.69</b>	<b>.43</b>	<b>.43</b>	<b>.69</b>	<b>.35</b>	<b>-</b>	<b>.92</b>	<b>.06</b>	<b>.66</b>	<b>.44</b>	<b>.16</b>	<b>.57</b>	<b>.56</b>	<b>.44</b>	<b>.51</b>	<b>.38</b>	<b>.16</b>	<b>.57</b>
<b>Std Error</b>	<b>.062</b>	<b>.123</b>	<b>.118</b>	<b>.170</b>	<b>.125</b>	<b>.165</b>	<b>.158</b>	<b>.263</b>	<b>.158</b>	<b>.253</b>	<b>.208</b>	<b>.309</b>	<b>.188</b>	<b>.203</b>	<b>.180</b>	<b>.258</b>	<b>.162</b>	<b>.103</b>	<b>.121</b>	<b>.127</b>	<b>.132</b>	<b>.069</b>

# 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