

OFCCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

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REGION/ NATION	6
Base : All respondents	
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Base : Those responsible for the household's mobile service	
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Base : Those responsible for the household's mobile service	
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Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months	
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Base : Those responsible for the household's broadband service	
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Base : Those responsible for the household's broadband service	
Q28C. Which provider did you previously use for your fixed broadband service?	710
Base : Those who have changed supplier in the last twelve months	
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Base : Those who have ever changed supplier	
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Base : Those who have not changed supplier in the last year	
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Base : Those responsible for the household's broadband service	
Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?	730
Base : Those in contract who have been with their supplier for more than 18 months	
Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.	734
Base : Those responsible for fixed broadband service	
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Base : Those who have received notification	

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"	742
Base : Those responsible for the household's broadband service	
Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"	746
Base : Those responsible for the household's broadband service	
Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"	750
Base : Those responsible for the household's broadband service	
Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"	754
Base : Those responsible for the household's broadband service	
Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?	758
Base : Those responsible for the household's broadband service	
Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?	762
Base : Those responsible for the household's television service	
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Base : Those who have received a discount from their Pay TV service provider in the last twelve months	
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Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months	
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Base : Those responsible for the household's television service	
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Q28D. Which provider did you previously use for your TV service?	820
Base : Those who have changed supplier in the last twelve months	
Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.	824
Base : Those who have ever changed supplier	
Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?	828
Base : Those who have not changed supplier in the last year	
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Base : Those responsible for the household's television service	

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Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?	836
Base : Those in contract who have been with their supplier for more than 18 months	
Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.	840
Base : Those responsible for Pay TV service	
Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?	844
Base : Those who have received notification	
Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"	848
Base : Those responsible for the household's Pay television service	
Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"	852
Base : Those responsible for the household's Pay television service	
Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"	856
Base : Those responsible for the household's Pay television service	
Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"	860
Base : Those responsible for the household's Pay television service	
Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?	864
Base : Those responsible for the household's Pay television service	
LANDLINE - SUMMARY OF BEHAVIOUR	868
Base : Those responsible for the household's landline service	
LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	873
Base : Those responsible for the household's landline service	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	878
Base : Those responsible for the household's landline service	
LANDLINE - SUMMARY OF BEHAVIOUR	883
Base : Those responsible for the household's standalone landline service (SIMPLE)	
LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	888
Base : Those responsible for the household's standalone landline service (SIMPLE)	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	893
Base : Those responsible for the household's standalone landline service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	898
Base : Those responsible for the household's standalone landline service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	907
Base : Those responsible for the household's standalone landline service (SIMPLE)	
MOBILE PHONE - SUMMARY OF BEHAVIOUR	912
Base : Those responsible for a mobile phone	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	917
Base : Those responsible for a mobile phone	
MOBILE PHONE - SUMMARY OF BEHAVIOUR	922
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	927
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	932
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	942
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	
FIXED BROADBAND - SUMMARY OF BEHAVIOUR	952
Base : Those responsible for the household's fixed broadband service	
FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	957
Base : Those responsible for the household's fixed broadband service	
PAY TV - SUMMARY OF BEHAVIOUR	962
Base : Those responsible for the household's Pay TV service	
PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	967
Base : Those responsible for the household's Pay TV service	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	972
Base : Those responsible for the household's Pay TV service	
PAY TV - SUMMARY OF BEHAVIOUR	977
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	982
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	987
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	992
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	1001
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
FREE TV - SUMMARY OF BEHAVIOUR	1006
Base : Those responsible for the household's Free TV service	
FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	1011
Base : Those responsible for the household's Free TV service	
DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR	1016
Base : Those responsible for the household's Dual Play package (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	1021
Base : Those responsible for the household's Dual Play package (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	1030
Base : Those responsible for the household's Dual Play package (SIMPLE)	
DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR	1035
Base : Those responsible for the household's Dual Play package (REGARD)	
TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR	1040
Base : Those responsible for the household's Triple Play package (SIMPLE)	
TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR	1045
Base : Those responsible for the household's Triple Play package (SIMPLE)	

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	1050
Base : Those responsible for the household's Triple Play package (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	1059
Base : Those responsible for the household's Triple Play package (SIMPLE)	
TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR	1064
Base : Those responsible for the household's Triple Play package (REGARD)	
Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?	1069
Base : All respondents	
Q34AB. Which provider did you use for your Landline service?	1074
Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service	
Q34AC. Which provider did you use for your Mobile Phone service?	1084
Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service	
Q34AD. Which provider did you use for your Fixed Broadband service?	1094
Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service	
Q34AE. Which provider did you use for your TV service?	1104
Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service	
Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?	1109
Base : Those responsible for the household's TV service who do not have a Pay TV service	
Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?	1114
Base : All respondents	
Q35. Do you tend to look at deals from your own provider, from other providers or both?	1119
Base : Those who look at deals for communications services such as mobile, landline, broadband and TV	
Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?	1124
Base : All respondents	
Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?	1129
Base : All respondents	
Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?	1134
Base : All respondents	
Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?	1139
Base : All respondents	
Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available	1144
Base : All respondents	
Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to	1149
Base : All respondents	
Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost	1154
Base : All respondents	
Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal	1159
Base : All respondents	
Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change	1164
Base : All respondents	

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Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider	1169
Base : All respondents	
Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal	1174
Base : All respondents	
Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal	1179
Base : All respondents	
Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal	1184
Base : All respondents	
Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere	1189
Base : All respondents	
Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media	1194
Base : All respondents	
Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers	1199
Base : All respondents	
Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?	1204
Base : All respondents	
Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?	1209
Base : Those who are the decision maker for the household's gas service	
Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?	1214
Base : Those who are the decision maker for the household's electricity service	
Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?	1219
Base : Those responsible for a bank current account	
C1. Which of these – if any – impact or limit your daily activities or the work you can do?	1224
Base : All respondents (giving their consent to answer this question)	
C2. Which one of these groups best describes your ethnic group or background?	1239
Base : All respondents (giving their consent to answer this question)	
C3. What is the total number of people in the household (including yourself and any children)?	1251
Base : All respondents	
C4. And what is the total number of children aged under 18 in the household?	1256
Base : All respondents	
C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?	1261
Base : All respondents	
C6. Which one of these bands describes your total household income before tax or any other deductions are made?	1273
Base : All respondents	
C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?	1278
Base : All respondents	
FINANCIAL VULNERABILITY	1283
Base : Those where it is possible to calculate the Financial Vulnerability Index	

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Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S1. NATION

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
England	2786	248	1552	437	1362	1014	785	207	153	2114	376	2241	250	1536	954	395
	81%	80%	80%	80%	81%	80%	81%	82%	81%	82%	82%	82%	82%	82%	81%	80%
Scotland	327	29	199	53	176	126	103	23	19	264	33	273	23	159	137	46
	10%	9%	10%	10%	10%	10%	11%	9%	10%	10%	7%	10%	8%	9%	12% a	9%
Wales	203	27	109	42	94	95	41	14	11	137	34	149	21	122	48	40
	6%	9%	6%	8%	6%	7% b	4%	6%	6%	5%	7%	5%	7%	7% b	4%	8% b
Northern Ireland	104	6	68	13	60	38	36	7	5	79	14	85	9	51	43	13
	3%	2%	4%	2%	4%	3%	4%	3%	2%	3%	3%	3%	3%	3%	4%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S1. NATION

Base : All respondents

	FIXED BROADBAND -													
	FIXED BROADBAND - SIMPLE				REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845	
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731	
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024	
England	2786	358	1649	562	1445	1134	873	262	177	362	931	468	824	
	81%	87%	80%	85%	80%	82%	81%	83%	81%	79%	81%	81%	81%	
		b		b										
Scotland	327	28	211	53	186	120	118	25	19	40	114	48	106	
	10%	7%	10%	8%	10%	9%	11%	8%	9%	9%	10%	8%	10%	
Wales	203	17	120	34	104	89	48	19	16	41	63	46	58	
	6%	4%	6%	5%	6%	6%	4%	6%	7%	9%	6%	8%	6%	
Northern Ireland	104	7	72	14	65	45	34	10	7	14	36	14	35	
	3%	2%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S1. NATION

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
England	2786	612	681	132	**	155	412	**	**	1293	567	2117	670
	81%	83%	79%	88%	**	83%	84%	**	**	81%	84%	81%	83%
				b									
Scotland	327	55	100	6	**	16	45	**	**	154	61	254	73
	10%	7%	12%	4%	**	9%	9%	**	**	10%	9%	10%	9%
			ac										
Wales	203	48	55	11	**	11	17	**	**	104	29	157	46
	6%	6%	6%	7%	**	6%	4%	**	**	6%	4%	6%	6%
Northern Ireland	104	26	24	1	**	4	13	**	**	50	18	82	22
	3%	3%	3%	1%	**	2%	3%	**	**	3%	3%	3%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S1. NATION

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
England	2786	593	655	124	349	1083	332	1066	892	2290	485	159	872	983	920
	81%	79%	81%	83%	83%	83%	81%	82%	80%	81%	83%	91% abcd	83%	81%	81%
Scotland	327	85	91	11	28	115	37	117	121	276	51	9	93	119	116
	10%	11% d	11% d	7%	7%	9%	9%	9%	11%	10%	9%	5%	9%	10%	10%
Wales	203	43	39	10	33	80	30	74	67	172	32	6	63	73	68
	6%	6%	5%	7%	8%	6%	7%	6%	6%	6%	5%	3%	6%	6%	6%
Northern Ireland	104	27	28	5	12	32	12	42	36	90	14	1	28	46	30
	3%	4%	3%	3%	3%	2%	3%	3%	3%	3%	2%	1%	3%	4%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S1. NATION

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
England	2786	1453	1299	777	756	581	633	2786	-	-	-	515	1100	909	936	1289
	81%	82%	81%	83%	80%	82%	81%	100% bcd	-%	-%	-%	82%	82%	81%	82%	80%
Scotland	327	170	155	73	93	83	77	-	327	-	-	53	109	129	109	159
	10%	10%	10%	8%	10%	12%	10%	-%	100% acd	-%	-%	8%	8%	11% b	9%	10%
Wales	203	110	92	51	61	36	56	-	-	203	-	41	81	57	69	96
	6%	6%	6%	5%	6%	5%	7%	-%	-%	100% abd	-%	6%	6%	5%	6%	6%
Northern Ireland	104	45	55	30	40	13	20	-	-	-	104	22	44	34	33	58
	3%	3%	3%	3%	4%	2%	2%	-%	-%	-%	100% abc	3%	3%	3%	3%	4%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
North East	165 5%	17 5%	91 5%	24 4%	84 5%	69 5%	39 4%	10 4%	5 3%	124 5%	27 6%	133 5%	18 6%	104 6%	46 4%	28 6%
Yorkshire and Humberside	315 9%	40 13%	170 9%	61 11%	149 9%	114 9%	96 10%	33 13%	25 14%	245 9%	34 7%	258 9%	21 7%	162 9%	117 10%	43 9%
North West	395 12%	31 10%	214 11%	52 9%	193 11%	141 11%	104 11%	26 11%	23 13%	296 11%	57 13%	314 11%	39 13%	233 12%	120 10%	66 13%
West Midlands	324 9%	35 11%	163 8%	65 12% b	133 8%	113 9%	85 9%	23 9%	14 8%	242 9%	40 9%	255 9%	27 9%	171 9%	111 9%	41 8%
East Midlands	250 7%	20 6%	140 7%	40 7%	120 7%	86 7%	74 8%	18 7%	11 6%	190 7%	36 8%	199 7%	26 9%	144 8%	81 7%	30 6%
South West	287 8%	21 7%	172 9%	36 7%	157 9%	93 7%	100 10%	21 8%	15 8%	208 8%	47 10%	225 8%	29 10%	155 8%	100 8%	33 7%
East of England	244 7%	19 6%	151 8%	37 7%	133 8%	101 8%	69 7%	20 8%	19 10%	188 7%	37 8%	203 7%	22 7%	124 7%	101 9%	30 6%
South East	469 14%	34 11%	298 15%	71 13%	262 15%	191 15%	141 15%	31 12%	24 13%	374 14%	56 12%	389 14%	41 13%	247 13%	182 15% c	46 9%
Greater London	335 10%	31 10%	153 8%	51 9%	132 8%	107 8%	77 8%	24 9%	15 8%	247 10%	44 10%	264 10%	27 9%	197 11%	94 8%	79 16% ab
Scotland	327 10%	29 9%	199 10%	53 10%	176 10%	126 10%	103 11%	23 9%	19 10%	264 10%	33 7%	273 10%	23 8%	159 9%	137 12% a	46 9%
Wales	203 6%	27 9%	109 6%	42 8%	94 6%	95 7% b	41 4%	14 6%	11 6%	137 5%	34 7%	149 5%	21 7%	122 7% b	48 4%	40 8% b
Northern Ireland	104 3%	6 2%	68 4%	13 2%	60 4%	38 3%	36 4%	7 3%	5 2%	79 3%	14 3%	85 3%	9 3%	51 3%	43 4%	13 3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
North East	165	20	97	29	88	72	45	13	10	25	41	26	40
	5%	5%	5%	4%	5%	5%	4%	4%	4%	6%	4%	5%	4%
Yorkshire and Humberside	315	40	179	62	157	129	90	32	24	46	101	61	86
	9%	10%	9%	9%	9%	9%	8%	10%	11%	10%	9%	10%	8%
North West	395	56	233	80	209	153	136	39	29	38	158	59	137
	12%	14%	11%	12%	12%	11%	13%	12%	13%	8%	14% a	10%	13%
West Midlands	324	46	166	71	140	125	86	30	20	53	105	73	86
	9%	11%	8%	11%	8%	9%	8%	10%	9%	12%	9%	13% b	8%
East Midlands	250	38	150	61	128	96	92	24	13	21	92	31	83
	7%	9%	7%	9%	7%	7%	9%	8%	6%	5%	8%	5%	8%
South West	287	35	189	54	170	120	104	26	17	43	81	51	73
	8%	8%	9%	8%	9%	9%	10%	8%	8%	9%	7%	9%	7%
East of England	244	24	156	44	136	103	77	19	16	31	84	37	79
	7%	6%	8%	7%	8%	7%	7%	6%	7%	7%	7%	6%	8%
South East	469	50	314	87	278	202	163	42	31	55	182	75	162
	14%	12%	15%	13%	15%	15%	15%	13%	14%	12%	16%	13%	16%
Greater London	335	49	164	74	139	135	79	37	18	48	87	57	78
	10%	12% b	8%	11% b	8%	10%	7%	12% b	8%	11%	8%	10%	8%
Scotland	327	28	211	53	186	120	118	25	19	40	114	48	106
	10%	7%	10%	8%	10%	9%	11%	8%	9%	9%	10%	8%	10%
Wales	203	17	120	34	104	89	48	19	16	41	63	46	58
	6%	4%	6%	5%	6%	6%	4%	6%	7%	9%	6%	8%	6%
Northern Ireland	104	7	72	14	65	45	34	10	7	14	36	14	35
	3%	2%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
North East	165	36	30	5	**	10	31	**	**	66	41	127	38
	5%	5%	3%	4%	**	5%	6%	**	**	4%	6%	5%	5%
Yorkshire and Humberside	315	68	79	12	**	16	45	**	**	147	60	233	82
	9%	9%	9%	8%	**	8%	9%	**	**	9%	9%	9%	10%
North West	395	93	104	17	**	19	45	**	**	196	64	306	89
	12%	12%	12%	11%	**	10%	9%	**	**	12%	9%	12%	11%
West Midlands	324	74	84	17	**	15	40	**	**	158	55	240	84
	9%	10%	10%	11%	**	8%	8%	**	**	10%	8%	9%	10%
East Midlands	250	57	56	15	**	13	40	**	**	113	52	183	67
	7%	8%	7%	10%	**	7%	8%	**	**	7%	8%	7%	8%
South West	287	51	73	13	**	20	52	**	**	124	71	213	74
	8%	7%	9%	9%	**	11%	11%	**	**	8%	11%	8%	9%
East of England	244	43	72	6	**	16	40	**	**	115	57	176	68
	7%	6%	8%	4%	**	9%	8%	**	**	7%	8%	7%	8%
South East	469	113	124	21	**	23	81	**	**	237	103	366	103
	14%	15%	14%	14%	**	12%	17%	**	**	15%	15%	14%	13%
Greater London	335	76	59	25	**	24	40	**	**	136	64	272	64
	10%	10%	7%	17%	**	13%	8%	**	**	8%	9%	10%	8%
Scotland	327	55	100	6	**	16	45	**	**	154	61	254	73
	10%	7%	12%	4%	**	9%	9%	**	**	10%	9%	10%	9%
Wales	203	48	55	11	**	11	17	**	**	104	29	157	46
	6%	6%	6%	7%	**	6%	4%	**	**	6%	4%	6%	6%
Northern Ireland	104	26	24	1	**	4	13	**	**	50	18	82	22
	3%	3%	3%	1%	**	2%	3%	**	**	3%	3%	3%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
North East	165	41	25	10	20	68	16	67	58	141	24	6	55	50	60
	5%	6%	3%	7%	5%	5%	4%	5%	5%	5%	4%	3%	5%	4%	5%
Yorkshire and Humberside	315	73	72	10	35	129	44	110	98	252	63	24	101	106	108
	9%	10%	9%	7%	8%	10%	11%	8%	9%	9%	11%	14%	10%	9%	10%
North West	395	63	107	22	51	155	50	150	125	325	68	18	134	123	136
	12%	8%	13%	15%	12%	12%	12%	12%	11%	11%	12%	10%	13%	10%	12%
West Midlands	324	56	70	13	42	145	32	116	116	264	58	20	95	119	109
	9%	7%	9%	9%	10%	11%	8%	9%	10%	9%	10%	11%	9%	10%	10%
						a									
East Midlands	250	46	66	15	29	94	30	102	83	215	33	15	94	77	77
	7%	6%	8%	10%	7%	7%	7%	8%	7%	8%	6%	9%	9%	6%	7%
South West	287	82	56	9	48	96	29	106	91	227	58	16	82	97	105
	8%	11%	7%	6%	11%	7%	7%	8%	8%	8%	10%	9%	8%	8%	9%
		e			e										
East of England	244	56	64	8	35	83	19	94	85	198	46	14	68	88	89
	7%	8%	8%	6%	8%	6%	5%	7%	8%	7%	8%	8%	6%	7%	8%
South East	469	112	139	23	48	150	47	170	147	364	104	35	115	186	168
	14%	15%	17%	15%	11%	11%	11%	13%	13%	13%	18%	20%	11%	15%	15%
			de								abcd	a		a	a
Greater London	335	64	55	14	40	163	63	152	89	304	30	12	129	137	68
	10%	9%	7%	9%	10%	12%	15%	12%	8%	11%	5%	7%	12%	11%	6%
						ab	cdef	ce		ce			c	c	
Scotland	327	85	91	11	28	115	37	117	121	276	51	9	93	119	116
	10%	11%	11%	7%	7%	9%	9%	9%	11%	10%	9%	5%	9%	10%	10%
		d	d												
Wales	203	43	39	10	33	80	30	74	67	172	32	6	63	73	68
	6%	6%	5%	7%	8%	6%	7%	6%	6%	6%	5%	3%	6%	6%	6%
Northern Ireland	104	27	28	5	12	32	12	42	36	90	14	1	28	46	30
	3%	4%	3%	3%	3%	2%	3%	3%	3%	3%	2%	1%	3%	4%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
North East	165	89	69	38	50	39	38	165	-	-	-	37	58	54	57	81
	5%	5%	4%	4%	5%	6%	5%	6%	-%	-%	-%	6%	4%	5%	5%	5%
								bcd								
Yorkshire and Humberside	315	157	154	68	104	63	79	315	-	-	-	66	129	93	106	144
	9%	9%	10%	7%	11%	9%	10%	11%	-%	-%	-%	10%	10%	8%	9%	9%
					a			bcd								
North West	395	201	190	94	124	68	100	395	-	-	-	82	163	114	151	167
	12%	11%	12%	10%	13%	10%	13%	14%	-%	-%	-%	13%	12%	10%	13%	10%
								bcd								
West Midlands	324	164	158	90	69	83	75	324	-	-	-	74	134	80	116	136
	9%	9%	10%	10%	7%	12%	10%	12%	-%	-%	-%	12%	10%	7%	10%	8%
						b		bcd				c				
East Midlands	250	128	120	71	54	59	60	250	-	-	-	39	106	84	82	117
	7%	7%	8%	8%	6%	8%	8%	9%	-%	-%	-%	6%	8%	7%	7%	7%
								bcd								
South West	287	147	133	68	70	68	77	287	-	-	-	56	115	81	94	136
	8%	8%	8%	7%	7%	10%	10%	10%	-%	-%	-%	9%	9%	7%	8%	9%
								bcd								
East of England	244	133	109	65	69	56	52	244	-	-	-	42	104	75	87	108
	7%	7%	7%	7%	7%	8%	7%	9%	-%	-%	-%	7%	8%	7%	8%	7%
								bcd								
South East	469	242	224	144	126	92	104	469	-	-	-	59	207	166	132	252
	14%	14%	14%	15%	13%	13%	13%	17%	-%	-%	-%	9%	16%	15%	12%	16%
								bcd					a	a		a
Greater London	335	192	141	139	90	54	48	335	-	-	-	58	83	161	111	149
	10%	11%	9%	15%	9%	8%	6%	12%	-%	-%	-%	9%	6%	14%	10%	9%
				bcd	d			bcd						ab		
Scotland	327	170	155	73	93	83	77	-	327	-	-	53	109	129	109	159
	10%	10%	10%	8%	10%	12%	10%	-%	100%	-%	-%	8%	8%	11%	9%	10%
								acd						b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Wales	203	110	92	51	61	36	56	-	-	203	-	41	81	57	69	96
	6%	6%	6%	5%	6%	5%	7%	-%	-%	100% abd	-%	6%	6%	5%	6%	6%
Northern Ireland	104	45	55	30	40	13	20	-	-	-	104	22	44	34	33	58
	3%	3%	3%	3%	4%	2%	2%	-%	-%	-%	100% abc	3%	3%	3%	3%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
16 - 24 years	410 12%	39 13% b	53 3%	51 9% b	42 2%	62 5%	31 3%	28 11% ab	15 8% b	320 12% b	21 5%	323 12% b	18 6%	221 12%	120 10%	99 20% ab
25-34 years	645 19%	53 17%	247 13%	82 15%	219 13%	175 14%	126 13%	51 20% ab	32 17%	488 19%	66 14%	513 19%	41 13%	360 19%	194 16%	123 25% ab
35-44 years	655 19%	53 17%	373 19%	102 19%	323 19%	247 19%	178 19%	64 26% b	47 25%	515 20%	83 18%	539 20%	59 20%	389 21%	209 18%	107 22%
45-54 years	565 17%	40 13%	387 20% a	86 16%	341 20%	250 20%	178 18%	39 15%	34 18%	450 17%	86 19%	481 18%	55 18%	324 17%	213 18%	68 14%
55-64 years	552 16%	42 14%	423 22% a	88 16%	377 22% a	249 20%	216 22%	42 17%	34 18%	410 16%	104 23% a	447 16%	67 22% a	307 16%	207 18%	67 13%
65-74 years	406 12%	29 9%	327 17% a	66 12%	289 17% a	211 17% c	144 15% c	19 8%	18 10%	295 11%	72 16% a	318 12%	50 16% a	201 11% c	166 14% ac	22 4%
75 years or over	176 5%	51 16% b	114 6%	67 12% b	98 6%	76 6%	89 9% ac	9 3%	7 4%	111 4%	25 5%	122 4%	14 4%	64 3%	72 6% ac	7 1%
Prefer not to say	12 *%	3 1%	4 *%	3 1%	4 *%	3 *%	3 *%	- -%	- -%	4 *%	- -%	4 *%	- -%	3 *%	2 *%	1 *%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
16 - 24 years	410	45	66	58	53	65	46	33	17	45	46	54	36
	12%	11%	3%	9%	3%	5%	4%	10%	8%	10%	4%	9%	4%
		b		b				ab		b		b	
25-34 years	645	130	297	169	258	245	183	82	45	78	174	97	155
	19%	32%	14%	26%	14%	18%	17%	26%	20%	17%	15%	17%	15%
		b		b				ab					
35-44 years	655	89	405	143	351	305	188	74	50	105	249	130	224
	19%	22%	20%	22%	19%	22%	18%	23%	23%	23%	22%	23%	22%
						b							
45-54 years	565	67	405	118	354	277	195	50	41	73	227	97	203
	17%	16%	20%	18%	20%	20%	18%	16%	19%	16%	20%	17%	20%
55-64 years	552	45	435	89	391	253	227	38	30	72	236	94	214
	16%	11%	21%	13%	22%	18%	21%	12%	14%	16%	21%	16%	21%
			a		a	c	c						
65-74 years	406	22	328	57	292	185	165	25	24	55	155	74	135
	12%	5%	16%	9%	16%	13%	15%	8%	11%	12%	14%	13%	13%
			a		a	c	c						
75 years or over	176	9	112	24	97	56	66	13	11	28	55	29	54
	5%	2%	5%	4%	5%	4%	6%	4%	5%	6%	5%	5%	5%
			a										
Prefer not to say	12	4	4	4	4	4	4	1	1	2	3	2	3
	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		b											

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
16 - 24 years	410	51	40	26	**	9	12	**	**	90	21	373	37
	12%	7%	5%	18% ab	**	5%	2%	**	**	6% b	3%	14% b	5%
25-34 years	645	137	114	32	**	20	64	**	**	252	85	617	28
	19%	19% b	13%	22% b	**	11%	13%	**	**	16%	13%	24% b	3%
35-44 years	655	171	183	45	**	31	66	**	**	354	96	561	94
	19%	23%	21%	30%	**	16%	13%	**	**	22% b	14%	22% b	12%
45-54 years	565	132	168	17	**	44	90	**	**	300	134	447	118
	17%	18%	20%	12%	**	24%	19%	**	**	19%	20%	17%	15%
55-64 years	552	130	177	14	**	39	108	**	**	307	147	344	207
	16%	18%	21% c	10%	**	21%	22%	**	**	19%	22%	13%	26% a
65-74 years	406	86	123	10	**	37	91	**	**	209	128	207	198
	12%	12%	14% c	7%	**	20%	19%	**	**	13%	19% a	8%	24% a
75 years or over	176	28	55	3	**	7	56	**	**	83	63	52	124
	5%	4%	6%	2%	**	4%	11% a	**	**	5%	9% a	2%	15% a
Prefer not to say	12	4	-	-	**	-	1	**	**	4	1	7	5
	*%	1%	-%	-%	**	-%	*%	**	**	*%	*%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
16 - 24 years	410	19	20	5	32	336	410	-	-	410	-	-	410	-	-
	12%	3%	2%	3%	8%	26%	100%	-%	-%	15%	-%	-%	39%	-%	-%
					ab	abcd	bcdef			bcef			bc		
25-34 years	645	105	109	10	93	331	-	645	-	645	-	-	645	-	-
	19%	14%	13%	7%	22%	25%	-%	50%	-%	23%	-%	-%	61%	-%	-%
		c			abc	abc		acdef		acef			bc		
35-44 years	655	135	173	26	90	235	-	655	-	655	-	-	-	655	-
	19%	18%	21%	18%	21%	18%	-%	50%	-%	23%	-%	-%	-%	54%	-%
								acdef		acef			ac		
45-54 years	565	155	163	39	60	153	-	-	565	565	-	-	-	565	-
	17%	21%	20%	26%	14%	12%	-%	-%	51%	20%	-%	-%	-%	46%	-%
		de	e	de					abdef	abef				ac	
55-64 years	552	147	185	35	76	113	-	-	552	552	-	-	-	-	552
	16%	20%	23%	23%	18%	9%	-%	-%	49%	20%	-%	-%	-%	-%	49%
		e	e	e	e				abdef	abef					ab
65-74 years	406	141	119	30	45	75	-	-	-	-	406	-	-	-	406
	12%	19%	15%	20%	11%	6%	-%	-%	-%	-%	70%	-%	-%	-%	36%
		de	e	de	e						abcdf				ab
75 years or over	176	46	42	5	25	58	-	-	-	-	176	176	-	-	176
	5%	6%	5%	4%	6%	4%	-%	-%	-%	-%	30%	100%	-%	-%	16%
											abcd	abcde			ab
Prefer not to say	12	1	3	-	-	8	-	-	-	-	-	-	-	-	-
	*%	*%	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
16 - 24 years	410	161	236	93	131	85	89	332	37	30	12	116	104	149	198	97
	12%	9%	15%	10%	14%	12%	11%	12%	11%	15%	11%	18%	8%	13%	17%	6%
			a		a							bc		b	b	
25-34 years	645	289	345	162	221	143	115	541	55	33	16	136	243	218	220	269
	19%	16%	22%	17%	23%	20%	15%	19%	17%	16%	15%	22%	18%	19%	19%	17%
			a		ad	d										
35-44 years	655	344	309	194	196	130	128	526	62	41	26	154	228	215	181	326
	19%	19%	19%	21%	21%	18%	16%	19%	19%	20%	25%	24%	17%	19%	16%	20%
												bc				a
45-54 years	565	287	272	164	147	112	138	457	57	31	19	94	211	211	173	289
	17%	16%	17%	18%	15%	16%	18%	16%	17%	15%	19%	15%	16%	19%	15%	18%
55-64 years	552	316	234	141	137	136	130	435	65	36	16	81	256	169	180	310
	16%	18%	15%	15%	14%	19%	17%	16%	20%	18%	16%	13%	19%	15%	16%	19%
													ac			
65-74 years	406	262	143	134	92	64	111	326	42	26	12	31	209	121	128	229
	12%	15%	9%	14%	10%	9%	14%	12%	13%	13%	12%	5%	16%	11%	11%	14%
		b		bc			bc					ac		a		
75 years or over	176	118	58	43	23	38	71	159	9	6	1	19	81	41	64	80
	5%	7%	4%	5%	2%	5%	9%	6%	3%	3%	1%	3%	6%	4%	6%	5%
		b		b		b	ab					ac				
Prefer not to say	12	1	5	1	2	3	4	12	-	-	-	-	2	5	2	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S5. GENDER

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Man	1778	167	1055	303	919	714	508	142	97	1304	279	1394	189	1015	568	262
	52%	54%	55%	56%	54%	56%	53%	56%	52%	50%	61%	51%	62%	54%	48%	53%
Woman	1601	135	859	233	760	547	447	108	89	1261	175	1324	112	833	602	225
	47%	44%	45%	43%	45%	43%	46%	43%	47%	49%	38%	48%	37%	45%	51%	46%
										b		b			a	
Non-binary	18	4	3	4	3	4	3	1	1	15	*	15	-	10	5	4
	1%	1%	*%	1%	*%	*%	*%	*%	*%	1%	*%	1%	-%	1%	*%	1%
		b														
Prefer to use my own term	4	-	-	-	-	-	-	-	-	3	-	3	-	2	2	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%	*%
Prefer not to say	18	4	12	5	10	8	7	1	1	11	2	11	2	8	5	2
	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S5. GENDER

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Man	1778	206	1118	350	974	760	564	184	126	231	617	301	547
	52%	50%	54%	53%	54%	55%	53%	58%	57%	51%	54%	52%	53%
Woman	1601	198	918	304	813	615	501	129	91	223	518	272	469
	47%	48%	45%	46%	45%	44%	47%	41%	42%	49%	45%	47%	46%
Non-binary	18	4	3	5	3	5	3	1	1	1	1	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b											
Prefer to use my own term	4	2	*	2	*	2	*	1	-	-	*	-	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b											
Prefer not to say	18	*	12	2	10	7	5	1	1	2	6	3	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S5. GENDER

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Man	1778	403	445	79	**	102	279	**	**	848	382	1331	447
	52%	54%	52%	53%	**	55%	57%	**	**	53%	57%	51%	55%
Woman	1601	329	413	70	**	83	201	**	**	741	284	1244	357
	47%	44%	48%	47%	**	44%	41%	**	**	46%	42%	48%	44%
Non-binary	18	2	-	1	**	1	4	**	**	2	6	16	2
	1%	*%	-%	*%	**	1%	1%	**	**	*%	1%	1%	*%
											a		
Prefer to use my own term	4	-	*	-	**	-	-	**	**	*	-	4	-
	*%	-%	*%	-%	**	-%	-%	**	**	*%	-%	*%	-%
Prefer not to say	18	6	2	-	**	-	3	**	**	9	3	13	5
	1%	1%	*%	-%	**	-%	1%	**	**	1%	*%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S5. GENDER

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Man	1778	404	430	94	238	628	161	633	603	1397	380	118	450	631	696
	52%	54%	53%	62%	56%	48%	39%	49%	54%	49%	65%	67%	43%	52%	61%
		e		e	e			a	abd	a	abcd	abcd		a	ab
Woman	1601	338	377	56	181	656	236	654	506	1395	201	58	580	581	435
	47%	45%	46%	37%	43%	50%	57%	50%	45%	49%	35%	33%	55%	48%	38%
						cd	cdef	ef	ef	ef			bc	c	
Non-binary	18	1	1	-	*	15	7	9	2	18	-	-	16	2	-
	1%	*%	*%	-%	*%	1%	2%	1%	*%	1%	-%	-%	2%	*%	-%
							ce						bc		
Prefer to use my own term	4	-	-	-	*	4	3	1	-	4	-	-	4	-	-
	*%	-%	-%	-%	*%	*%	1%	*%	-%	*%	-%	-%	*%	-%	-%
							c								
Prefer not to say	18	4	5	1	2	6	3	3	6	12	1	-	4	6	2
	1%	1%	1%	*%	*%	*%	1%	*%	1%	*%	*%	-%	*%	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S5. GENDER

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Man	1778	1778	-	569	438	393	364	1453	170	110	45	268	728	613	555	853
	52%	100%	-%	61%	46%	55%	46%	52%	52%	54%	43%	43%	55%	54%	48%	53%
		b		bd		bd							a	a		
Woman	1601	-	1601	348	501	313	414	1299	155	92	55	354	598	505	577	740
	47%	-%	100%	37%	53%	44%	53%	47%	47%	45%	53%	56%	45%	45%	50%	46%
			a		ac		ac					bc				
Non-binary	18	-	-	5	8	3	3	13	1	1	3	5	6	4	9	4
	1%	-%	-%	*%	1%	*%	*%	*%	*%	*%	3% a	1%	*%	*%	1%	*%
Prefer to use my own term	4	-	-	2	2	*	*	3	1	-	-	3	*	1	3	-
	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%
Prefer not to say	18	-	-	8	2	3	4	18	-	-	-	2	1	6	2	6
	1%	-%	-%	1%	*%	*%	1%	1%	-%	-%	-%	*%	*%	1%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
AB	931	96	557	166	487	388	264	75	47	693	144	741	96	555	282	142
	27%	31%	29%	30%	29%	31%	27%	30%	25%	27%	32%	27%	32%	30% b	24%	29%
C2	950	69	564	142	491	380	254	64	52	745	124	790	79	536	333	143
	28%	22%	29%	26%	29%	30%	26%	25%	28%	29%	27%	29%	26%	29%	28%	29%
C2	712	56	381	99	338	256	181	69	54	537	94	568	63	375	257	104
	21%	18%	20%	18%	20%	20%	19%	27% ab	29% ab	21%	21%	21%	21%	20%	22%	21%
DE	785	86	410	133	362	243	252	43	34	587	91	616	62	384	294	102
	23%	28%	21%	24%	21%	19%	26% ac	17%	18%	23%	20%	22%	20%	21%	25% a	21%
Don't know	41	3	16	5	14	6	13	1	1	31	3	32	2	17	17	3
	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%
SUMMARY																
ABC1	1882	165	1121	308	978	768	518	139	99	1438	268	1531	175	1092	615	285
	55%	53%	58%	56%	58%	60% b	54%	55%	53%	55%	59%	56%	58%	58% b	52%	58%
C2DE	1497	142	791	232	700	499	434	112	88	1125	185	1185	125	759	551	205
	44%	46%	41%	43%	41%	39%	45% a	45%	47%	43%	41%	43%	41%	41%	47% a	42%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

	FIXED BROADBAND -													
	SIMPLE				REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845	
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731	
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024	
AB	931	100	585	176	509	403	282	88	56	160	319	193	286	
	27%	24%	29%	26%	28%	29%	26%	28%	25%	35% b	28%	34%	28%	
C2	950	117	603	193	527	442	278	94	63	110	339	145	304	
	28%	28%	29%	29%	29%	32% b	26%	30%	29%	24%	30%	25%	30%	
C2	712	96	421	149	368	286	232	75	56	83	245	115	213	
	21%	23%	21%	22%	20%	21%	22%	24%	26%	18%	21%	20%	21%	
DE	785	94	426	141	379	251	269	58	44	102	232	122	213	
	23%	23%	21%	21%	21%	18%	25% ac	18%	20%	22%	20%	21%	21%	
Don't know	41	5	16	5	16	8	13	2	1	2	9	2	9	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
SUMMARY														
ABC1	1882	217	1188	368	1037	845	560	182	118	270	658	338	589	
	55%	53%	58%	56%	58%	61% b	52%	58%	54%	59%	58%	59%	58%	
C2DE	1497	190	847	290	747	536	501	133	100	185	477	236	426	
	44%	46%	41%	44%	42%	39%	47% a	42%	46%	41%	42%	41%	42%	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
AB	931	239	240	51	**	55	137	**	**	479	192	774	157
	27%	32%	28%	34%	**	29%	28%	**	**	30%	28%	30% b	19%
C2	950	212	236	39	**	46	137	**	**	448	183	759	191
	28%	29%	27%	26%	**	25%	28%	**	**	28%	27%	29% b	24%
C2	712	147	181	34	**	39	91	**	**	328	130	558	154
	21%	20%	21%	23%	**	21%	19%	**	**	20%	19%	21%	19%
DE	785	138	196	25	**	46	120	**	**	334	167	489	296
	23%	19%	23%	17%	**	25%	25%	**	**	21%	25%	19%	37% a
Don't know	41	3	7	-	**	1	3	**	**	11	4	28	13
	1%	*%	1%	-%	**	*%	1%	**	**	1%	1%	1%	2%
SUMMARY													
ABC1	1882	451	476	90	**	101	273	**	**	927	374	1534	348
	55%	61%	55%	60%	**	54%	56%	**	**	58%	55%	59% b	43%
C2DE	1497	285	377	59	**	85	211	**	**	662	296	1047	450
	44%	39%	44%	40%	**	46%	43%	**	**	41%	44%	40%	56% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
AB	931	226	222	43	125	321	93	355	304	753	177	43	255	358	318
	27%	30%	27%	29%	30%	25%	23%	27%	27%	27%	30%	25%	24%	29%	28%
		e									a			a	
C2	950	215	251	42	111	336	131	417	285	833	115	23	352	343	253
	28%	29%	31%	28%	26%	26%	32%	32%	25%	29%	20%	13%	33%	28%	22%
							ef	cef	ef	ef			bc	c	
C2	712	143	163	33	97	281	85	273	248	607	102	38	228	242	238
	21%	19%	20%	22%	23%	21%	21%	21%	22%	21%	18%	22%	22%	20%	21%
DE	785	159	169	30	85	346	89	243	268	600	182	71	204	266	312
	23%	21%	21%	20%	20%	26%	22%	19%	24%	21%	31%	40%	19%	22%	28%
						ad			b		abcd	abcd			ab
Don't know	41	5	7	1	3	25	12	11	11	34	5	1	16	11	12
	1%	1%	1%	*%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%
							bcd								
SUMMARY															
ABC1	1882	441	473	86	236	657	225	772	589	1586	292	66	607	701	570
	55%	59%	58%	57%	56%	50%	55%	59%	53%	56%	50%	38%	58%	57%	50%
		e	e				f	cef	f	f	f		c	c	
C2DE	1497	302	332	64	182	627	174	516	516	1206	284	109	432	508	551
	44%	40%	41%	42%	43%	48%	42%	40%	46%	43%	49%	62%	41%	42%	49%
						ab			b		bd	abcde			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
AB	931	569	348	931	-	-	-	777	73	51	30	85	276	476	255	501
	27%	32%	22%	100%	-%	-%	-%	28%	22%	25%	29%	14%	21%	42%	22%	31%
C2		b		bcd									a	ab		a
	950	438	501	-	950	-	-	756	93	61	40	137	385	356	291	500
C2	28%	25%	31%	-%	100%	-%	-%	27%	28%	30%	39%	22%	29%	32%	25%	31%
			a		acd						a		a	a		a
C2	712	393	313	-	-	712	-	581	83	36	13	131	356	162	235	331
	21%	22%	20%	-%	-%	100%	-%	21%	25%	17%	13%	21%	27%	14%	21%	21%
DE						abd			d			c	ac			
	785	364	414	-	-	-	785	633	77	56	20	271	309	118	352	264
DE	23%	20%	26%	-%	-%	-%	100%	23%	23%	28%	19%	43%	23%	10%	31%	17%
			a				abc					bc	c		b	
Don't know	41	15	25	-	-	-	-	39	2	-	-	6	8	17	14	6
	1%	1%	2%	-%	-%	-%	-%	1%	1%	-%	-%	1%	1%	1%	1%	*/%
Don't know															b	
SUMMARY																
ABC1	1882	1007	849	931	950	-	-	1533	166	111	71	223	661	832	545	1001
	55%	57%	53%	100%	100%	-%	-%	55%	51%	55%	68%	35%	50%	74%	48%	62%
C2DE				cd	cd						ab		a	ab		a
	1497	757	727	-	-	712	785	1214	159	92	33	402	666	280	587	595
C2DE	44%	43%	45%	-%	-%	100%	100%	44%	49%	45%	32%	64%	50%	25%	51%	37%
						ab	ab		d			bc	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
In full time employment (including if furloughed)	1512 44%	116 37%	876 45%	225 41%	767 45%	584 46%	408 42%	143 57% ab	101 54% b	1153 44%	219 48%	1223 45%	150 49%	885 47% b	487 41%	245 50% b
In part time employment (including if furloughed)	518 15%	50 16%	264 14%	88 16%	226 13%	178 14%	135 14%	35 14%	28 15%	404 16%	57 12%	421 15%	39 13%	287 15%	173 15%	68 14%
Unemployed	258 8%	18 6%	104 5%	30 5%	92 5%	61 5%	61 6%	11 4%	9 5%	200 8%	29 6%	210 8%	18 6%	130 7%	99 8%	43 9%
A student	195 6%	15 5% b	28 1%	18 3% b	24 1%	29 2%	14 1%	14 5% ab	11 6% ab	155 6% b	6 1%	157 6% b	4 1%	95 5%	66 6%	45 9% ab
Full-time responsibility for home/ family	197 6%	15 5%	112 6%	27 5%	101 6%	62 5%	65 7%	9 3%	6 3%	153 6%	17 4%	156 6%	14 5%	98 5%	72 6%	36 7%
Retired	633 18%	90 29%	476 25%	147 27%	419 25%	309 24% cd	258 27% cd	31 12%	23 12%	444 17%	114 25% a	488 18%	70 23%	306 16% c	253 21% ac	45 9%
Other	102 3%	6 2%	65 3%	11 2%	60 4%	49 4%	22 2%	10 4%	8 5%	80 3%	14 3%	86 3%	7 2%	62 3%	32 3%	10 2%
Refused	6 *%	- -%	3 *%	- -%	3 *%	2 *%	2 *%	1 *%	1 *%	5 *%	1 *%	6 *%	- -%	4 *%	1 *%	1 *%
SUMMARY																
TOTAL EMPLOYED	2030 59%	165 53%	1139 59%	312 57%	992 59%	761 60%	543 56%	178 70% ab	129 69% b	1557 60%	276 60%	1644 60%	189 62%	1173 63% b	660 56%	313 63% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
In full time employment (including if furloughed)	1512	203	948	324	826	689	461	179	117	223	572	280	515
	44%	49%	46%	49%	46%	50%	43%	57%	53%	49%	50%	48%	50%
						b		b	b				
In part time employment (including if furloughed)	518	70	291	114	247	206	155	40	27	61	163	84	140
	15%	17%	14%	17%	14%	15%	14%	13%	12%	13%	14%	15%	14%
Unemployed	258	34	112	45	100	63	82	20	16	22	60	30	53
	8%	8%	5%	7%	6%	5%	8%	6%	7%	5%	5%	5%	5%
							a						
A student	195	25	29	25	28	35	19	16	10	23	19	24	18
	6%	6%	1%	4%	2%	2%	2%	5%	5%	5%	2%	4%	2%
		b		b				ab	b	b		b	
Full-time responsibility for home/ family	197	28	123	42	109	79	72	12	7	30	64	35	58
	6%	7%	6%	6%	6%	6%	7%	4%	3%	6%	6%	6%	6%
Retired	633	37	476	90	424	262	252	36	31	83	225	107	200
	18%	9%	23%	14%	24%	19%	23%	11%	14%	18%	20%	19%	20%
			a		a	c	acd						
Other	102	15	68	21	62	52	31	12	9	14	40	16	39
	3%	4%	3%	3%	3%	4%	3%	4%	4%	3%	4%	3%	4%
Refused	6	*	5	1	4	3	2	1	1	1	1	2	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
SUMMARY													
TOTAL EMPLOYED	2030	272	1240	439	1073	895	616	219	144	284	735	364	655
	59%	66%	60%	66%	60%	64%	57%	69%	66%	62%	64%	63%	64%
				b		b		b					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
In full time employment (including if furloughed)	1512	397	397	87	**	77	179	**	**	795	256	1340	172
	44%	54%	46%	58%	**	41%	37%	**	**	50%	38%	51%	21%
		b		b						b		b	
In part time employment (including if furloughed)	518	103	121	23	**	28	52	**	**	224	79	411	107
	15%	14%	14%	16%	**	15%	11%	**	**	14%	12%	16%	13%
Unemployed	258	31	51	5	**	12	44	**	**	82	57	167	90
	8%	4%	6%	3%	**	7%	9%	**	**	5%	8%	6%	11%
											a		a
A student	195	25	17	14	**	7	5	**	**	42	12	180	15
	6%	3%	2%	9%	**	4%	1%	**	**	3%	2%	7%	2%
				ab		b						b	
Full-time responsibility for home/ family	197	32	61	5	**	10	25	**	**	93	35	155	42
	6%	4%	7%	3%	**	5%	5%	**	**	6%	5%	6%	5%
Retired	633	125	183	13	**	46	167	**	**	307	213	279	354
	18%	17%	21%	8%	**	25%	34%	**	**	19%	32%	11%	44%
		c	c			a					a		a
Other	102	26	29	4	**	7	15	**	**	55	22	75	27
	3%	3%	3%	2%	**	4%	3%	**	**	3%	3%	3%	3%
Refused	6	1	2	-	**	-	1	**	**	2	1	2	4
	*%	*%	*%	-%	**	-%	*%	**	**	*%	*%	*%	*%
SUMMARY													
TOTAL EMPLOYED	2030	500	518	110	**	104	231	**	**	1019	335	1751	279
	59%	68%	60%	74%	**	56%	47%	**	**	64%	50%	67%	34%
		b		b						b		b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
In full time employment (including if furloughed)	1512	313	401	69	208	531	97	827	557	1481	29	1	516	747	247
	44%	42%	49%	46%	49%	41%	24%	64%	50%	52%	5%	1%	49%	61%	22%
			ae		ae		ef	acdef	aef	aef			c	ac	
In part time employment (including if furloughed)	518	110	112	21	59	218	83	222	176	481	36	8	194	202	122
	15%	15%	14%	14%	14%	17%	20%	17%	16%	17%	6%	5%	18%	17%	11%
							ef	ef	ef	ef			c	c	
Unemployed	258	44	35	12	27	143	37	106	111	253	4	-	89	109	59
	8%	6%	4%	8%	6%	11%	9%	8%	10%	9%	1%	-%	8%	9%	5%
						abd	ef	ef	ef	ef			c	c	
A student	195	10	12	1	11	162	169	18	3	190	-	-	177	11	2
	6%	1%	1%	*%	3%	12%	41%	1%	*%	7%	-%	-%	17%	1%	*%
						abcd	bcdef	ce		bcef			bc		
Full-time responsibility for home/ family	197	51	48	8	17	73	18	97	79	194	3	-	55	101	40
	6%	7%	6%	5%	4%	6%	4%	7%	7%	7%	*%	-%	5%	8%	4%
							ef	ef	ef	ef				ac	
Retired	633	197	174	35	86	147	-	1	124	126	503	166	1	6	622
	18%	26%	21%	23%	20%	11%	-%	*%	11%	4%	86%	95%	*%	*%	55%
		e	e	e	e				abd	ab	abcd	abcde			ab
Other	102	21	32	5	11	33	5	26	64	95	7	1	21	42	40
	3%	3%	4%	3%	3%	3%	1%	2%	6%	3%	1%	*%	2%	3%	4%
									abdef	e					
Refused	6	2	-	-	2	2	1	2	3	6	-	-	2	2	2
	*%	*%	-%	-%	1%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%
SUMMARY															
TOTAL EMPLOYED	2030	423	513	90	267	749	180	1049	733	1963	65	9	710	949	369
	59%	57%	63%	60%	63%	57%	44%	81%	66%	69%	11%	5%	67%	78%	33%
							ef	acdef	aef	aef			c	ac	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
In full time employment (including if furloughed)	1512 44%	928 52% b	567 35%	531 57% cd	520 55% cd	316 44% d	140 18%	1230 44%	151 46%	84 42%	46 45%	172 27%	587 44% a	636 56% ab	389 34%	803 50% a
In part time employment (including if furloughed)	518 15%	177 10%	335 21% a	108 12%	133 14%	136 19% ab	132 17% a	429 15%	40 12%	28 14%	21 21% c	132 21% c	217 16% c	129 11%	184 16%	243 15%
Unemployed	258 8%	138 8%	117 7%	20 2%	39 4%	18 3%	177 23% abc	201 7%	28 8%	24 12%	5 5%	110 17% bc	68 5%	47 4%	150 13% b	54 3%
A student	195 6%	76 4%	113 7% a	39 4%	88 9% ad	39 6%	23 3%	152 5%	23 7%	14 7%	6 5%	63 10% b	31 2%	85 7% b	80 7% b	51 3%
Full-time responsibility for home/ family	197 6%	25 1%	172 11% a	30 3%	20 2%	58 8% ab	86 11% ab	159 6%	16 5%	14 7%	7 7%	65 10% bc	81 6% c	39 3%	71 6%	89 6%
Retired	633 18%	395 22% b	232 14%	183 20% b	140 15%	123 17%	180 23% b	524 19%	56 17%	36 18%	16 16%	67 11%	321 24% ac	157 14%	214 19%	329 21%
Other	102 3%	37 2%	64 4% a	20 2%	10 1%	20 3%	45 6% ab	86 3%	11 4%	3 1%	1 1%	22 4%	30 2%	36 3%	57 5% b	33 2%
Refused	6 *%	3 *%	2 *%	- -%	- -%	1 *%	2 *%	5 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	2 *%	* *%
SUMMARY																
TOTAL EMPLOYED	2030 59%	1105 62% b	902 56%	639 69% d	653 69% d	453 64% d	272 35%	1659 60%	192 59%	112 55%	68 65%	303 48%	804 60% a	764 68% ab	574 50%	1046 65% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Mobile phone	3249	234	1890	466	1658	1204	919	234	183	2594	457	2748	303	1868	1182	494
	95%	76%	98%	85%	98%	95%	95%	93%	98%	100%	100%	100%	100%	100%	100%	100%
			a		a											
Landline phone (i.e. home phone) or line rental	2839	309	1928	545	1692	1273	964	252	188	2071	435	2215	291	1514	992	352
	83%	100%	100%	100%	100%	100%	100%	100%	100%	80%	95%	81%	96%	81%	84%	71%
											a		a	c	c	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2770	156	1903	385	1674	1173	886	225	178	2079	434	2228	285	1518	995	342
	81%	50%	99%	71%	99%	92%	92%	89%	95%	80%	95%	81%	94%	81%	84%	69%
			a		a						a		a	c	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2716	205	1793	418	1580	1114	884	204	162	2062	418	2203	277	1504	976	343
	79%	66%	93%	77%	93%	88%	92%	81%	86%	79%	91%	80%	91%	80%	83%	69%
			a		a	c	ac				a		a	c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Mobile phone	3249	367	2016	617	1766	1344	1039	299	214	427	1123	546	1004
	95%	89%	98%	93%	98%	97%	97%	95%	98%	93%	98%	95%	98%
			a		a						a		a
Landline phone (i.e. home phone) or line rental	2839	317	2015	553	1778	1315	1016	291	204	401	1117	515	1004
	83%	77%	98%	83%	99%	95%	95%	92%	93%	88%	98%	89%	98%
			a		a						a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2770	411	2052	663	1800	1389	1074	316	219	393	1121	507	1007
	81%	100%	100%	100%	100%	100%	100%	100%	100%	86%	98%	88%	98%
											a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2716	300	1908	521	1686	1231	976	272	195	457	1143	577	1024
	79%	73%	93%	79%	94%	89%	91%	86%	89%	100%	100%	100%	100%
			a		a		c						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Mobile phone	3249	713	837	140	**	184	471	**	**	1550	655	2501	748
	95%	96%	97%	94%	**	99%	97%	**	**	97%	97%	96% b	92%
Landline phone (i.e. home phone) or line rental	2839	690	829	126	**	159	417	**	**	1519	576	2169	669
	83%	93% c	96% ac	84%	**	85%	85%	**	**	95% b	85%	83%	83%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2770	688	826	126	**	168	396	**	**	1514	564	2159	611
	81%	93% c	96% c	84%	**	90% b	81%	**	**	95% b	84%	83% b	75%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2716	740	860	149	**	187	488	**	**	1601	675	2076	640
	79%	100%	100%	100%	**	100%	100%	**	**	100%	100%	80%	79%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Mobile phone	3249	730	797	150	418	1177	375	1237	1092	2705	538	151	978	1194	1070
	95%	97%	98%	100%	99%	90%	91%	95%	98%	96%	93%	86%	93%	98%	94%
		e	e	e	e			af	abdef	aef	f			ac	
Landline phone (i.e. home phone) or line rental	2839	749	813	150	380	770	250	1029	999	2279	550	171	727	1040	1062
	83%	100%	100%	100%	90%	59%	61%	79%	89%	81%	95%	97%	69%	85%	94%
		de	de	de	e			a	abd	a	abcd	abcd		a	ab
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2770	749	813	150	389	691	224	1040	1005	2269	492	129	716	1050	996
	81%	100%	100%	100%	92%	53%	55%	80%	90%	80%	85%	73%	68%	86%	88%
		de	de	de	e			a	abdef	a	af	a		a	a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2716	639	813	150	382	754	230	980	971	2180	528	162	685	1004	1019
	79%	85%	100%	100%	91%	58%	56%	75%	87%	77%	91%	92%	65%	82%	90%
		e	ade	ade	ae			a	abd	a	abd	abd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Mobile phone	3249	1690	1527	890	923	682	716	2655	309	189	97	576	1283	1088	1067	1562
	95%	95%	95%	96% d	97% d	96% d	91%	95%	94%	93%	93%	91%	96% a	96% a	93%	98% a
Landline phone (i.e. home phone) or line rental	2839	1473	1335	806	796	600	607	2303	268	177	91	480	1160	938	910	1422
	83%	83%	83%	87% d	84% d	84% d	77%	83%	82%	87%	88%	76%	87% ac	83% a	79%	89% a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2770	1433	1307	767	809	587	575	2258	267	156	90	441	1140	942	848	1436
	81%	81%	82%	82% d	85% d	83% d	73%	81%	82%	77%	86%	70%	85% a	83% a	74%	90% a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2716	1413	1275	777	770	563	579	2227	253	154	81	443	1123	910	852	1399
	79%	79%	80%	83% d	81% d	79%	74%	80%	78%	76%	79%	70%	84% a	81% a	74%	87% a
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Mobile phone	3051	192	1830	415	1607	1138	884	215	170	2594	457	2748	303	1868	1182	494
	89%	62%	95%	76%	95%	89%	92%	85%	91%	100%	100%	100%	100%	100%	100%	100%
			a		a		c									
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
	72%	37%	98%	62%	99%	90%	90%	84%	90%	70%	94%	71%	93%	72%	75%	59%
			a		a	c	c				a		a	c	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2364	176	1756	383	1548	1073	858	194	154	1807	394	1939	263	1317	885	285
	69%	57%	91%	70%	91%	84%	89%	77%	82%	70%	86%	71%	87%	71%	75%	58%
			a		a	c	ac				a		a	c	ac	
Landline phone (i.e. home phone) or line rental	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
	65%	100%	100%	100%	100%	100%	100%	100%	100%	63%	85%	64%	85%	64%	70%	49%
			a								a		a	c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Mobile phone	3051	292	1944	530	1706	1256	980	274	196	406	1085	519	972
	89%	71%	95%	80%	95%	90%	91%	87%	90%	89%	95%	90%	95%
			a		a						a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003
	72%	100%	100%	100%	100%	100%	100%	100%	100%	77%	98%	80%	98%
											a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2364	223	1859	438	1644	1154	927	242	177	457	1143	577	1024
	69%	54%	91%	66%	91%	83%	86%	76%	81%	100%	100%	100%	100%
			a		a	c	c						
Landline phone (i.e. home phone) or line rental	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
	65%	24%	93%	48%	94%	81%	83%	68%	77%	69%	91%	73%	91%
			a		a	c	c				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Mobile phone	3051	678	813	135	**	174	460	**	**	1491	634	2339	711
	89%	92%	94%	91%	**	93%	94%	**	**	93%	94%	90%	88%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2463	664	803	121	**	159	383	**	**	1467	541	1908	555
	72%	90%	93%	81%	**	85%	78%	**	**	92%	80%	73%	68%
		c	c							b			
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2364	740	860	149	**	187	488	**	**	1601	675	1782	582
	69%	100%	100%	100%	**	100%	100%	**	**	100%	100%	68%	72%
Landline phone (i.e. home phone) or line rental	2237	596	757	93	**	142	372	**	**	1353	514	1643	594
	65%	80%	88%	62%	**	76%	76%	**	**	85%	76%	63%	73%
		c	ac							b			a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Mobile phone	3051	695	772	150	404	1051	341	1152	1050	2543	503	136	895	1134	1017
	89%	93%	95%	100%	96%	80%	83%	89%	94%	90%	87%	77%	85%	93%	90%
		e	e	abde	e			af	abdef	af	f			ac	a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2463	749	813	150	381	393	112	921	952	1985	471	121	539	966	951
	72%	100%	100%	100%	90%	30%	27%	71%	85%	70%	81%	69%	51%	79%	84%
		de	de	de	e			a	abdf	a	abdf	a		a	ab
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2364	610	813	150	359	454	117	827	908	1852	505	155	479	909	969
	69%	81%	100%	100%	85%	35%	29%	64%	81%	66%	87%	88%	45%	74%	86%
		e	ade	ade	e			a	abd	a	abcd	abd		a	ab
Landline phone (i.e. home phone) or line rental	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
	65%	100%	100%	100%	64%	21%	23%	56%	80%	61%	89%	94%	37%	70%	87%
		de	de	de	e			a	abd	ab	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Mobile phone	3051	1583	1436	837	870	632	678	2490	296	170	93	543	1211	1026	994	1488
	89%	89%	90%	90%	92%	89%	86%	89%	91%	84%	90%	86%	91%	91%	87%	93%
					d								a	a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
	72%	74%	70%	74%	76%	73%	66%	72%	73%	68%	77%	62%	77%	74%	62%	83%
		b		d	d								a	a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2364	1272	1071	689	665	474	520	1932	221	138	73	367	987	793	706	1264
	69%	72%	67%	74%	70%	67%	66%	69%	68%	68%	70%	58%	74%	70%	62%	79%
		b		cd									a	a		a
Landline phone (i.e. home phone) or line rental	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
	65%	69%	62%	70%	67%	61%	63%	65%	70%	67%	71%	54%	70%	67%	59%	73%
		b		cd									a	a		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2272	140	1641	345	1436	1016	765	226	145	1688	447	1836	299	1323	812	307
Effective Weighted Sample	1915	108	1430	279	1251	868	661	174	127	1427	401	1554	267	1119	694	249
Total	2364	176	1756	383	1548	1073	858	194	154	1807	394	1939	263	1317	885	285
Freeview (through a set-top box or television set)	948 40%	93 53% b	677 39%	173 45%	597 39%	433 40%	336 39%	86 44%	71 46%	747 41%	145 37%	808 42% b	84 32%	535 41%	356 40%	100 35%
Sky TV (satellite TV, monthly subscription)	942 40%	62 35%	741 42%	165 43%	637 41%	461 43%	341 40%	78 40%	61 40%	709 39%	172 44%	765 39%	117 44%	534 41%	347 39%	124 44%
Virgin TV (cable TV)	429 18%	11 6%	345 20% a	24 6%	332 21% a	188 18%	168 20%	31 16%	23 15%	314 17%	82 21%	330 17%	66 25% a	232 18%	164 19%	53 19%
BT TV	262 11%	13 7%	209 12%	36 9%	185 12%	112 10%	109 13%	31 16%	20 13%	198 11%	49 12%	207 11%	40 15%	135 10%	112 13%	38 13%
Freesat (satellite TV, no monthly subscription)	209 9%	27 15% b	142 8%	46 12%	124 8%	110 10%	60 7%	23 12%	17 11%	154 9%	40 10%	169 9%	25 10%	134 10% b	60 7%	25 9%
NOW	208 9%	17 10%	137 8%	32 8%	122 8%	97 9%	57 7%	29 15% ab	18 12%	167 9%	25 6%	172 9%	20 8%	126 10%	66 7%	30 11%
TalkTalk TV	105 4%	9 5%	75 4%	21 5%	63 4%	57 5%	26 3%	14 7% b	10 7%	82 5%	11 3%	86 4%	7 3%	55 4%	38 4%	17 6%
YouView (no monthly subscription)	61 3%	3 2%	48 3%	4 1%	47 3%	35 3%	16 2%	6 3%	4 3%	44 2%	13 3%	47 2%	11 4%	41 3%	17 2%	14 5% b
Plusnet TV	48 2%	5 3%	23 1%	8 2%	20 1%	21 2%	8 1%	7 4% b	3 2%	38 2%	4 1%	38 2%	4 1%	35 3% b	7 1%	15 5% b
EE TV	47 2%	11 6% b	20 1%	12 3%	19 1%	24 2%	6 1%	10 5% b	5 3% b	20 1%	19 5% a	22 1%	17 7% a	32 2% b	7 1%	14 5% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	2272	140	1641	345	1436	1016	765	226	145	1688	447	1836	299	1323	812	307
Effective Weighted Sample	1915	108	1430	279	1251	868	661	174	127	1427	401	1554	267	1119	694	249
Total	2364	176	1756	383	1548	1073	858	194	154	1807	394	1939	263	1317	885	285
Other satellite TV	17	3	10	4	9	9	4	3	3	11	5	13	2	9	7	3
	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
None of these	88	12	53	26	39	35	30	9	6	68	10	76	2	50	27	11
	4%	7%	3%	7%	3%	3%	4%	4%	4%	4%	2%	4%	1%	4%	3%	4%
				b								b				
SUMMARY																
ANY PAY TV SERVICES	1715	87	1355	228	1214	809	633	145	112	1298	299	1379	219	944	654	221
	73%	49%	77%	59%	78%	75%	74%	75%	73%	72%	76%	71%	83%	72%	74%	78%
			a		a								a			
ANY FREE TV SERVICES	1090	107	771	200	679	506	372	94	76	847	172	916	103	623	396	118
	46%	61%	44%	52%	44%	47%	43%	48%	49%	47%	44%	47%	39%	47%	45%	41%
		b		b								b				

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2272	278	1797	511	1564	1182	893	295	186	456	957	568	845
Effective Weighted Sample	1915	233	1554	434	1355	1006	773	236	161	386	823	478	731
Total	2364	223	1859	438	1644	1154	927	242	177	457	1143	577	1024
Freeview (through a set-top box or television set)	948	107	699	196	610	459	348	90	68	98	259	128	229
	40%	48%	38%	45%	37%	40%	37%	37%	39%	21%	23%	22%	22%
		b		b									
Sky TV (satellite TV, monthly subscription)	942	69	796	177	689	500	365	94	70	356	572	426	502
	40%	31%	43%	40%	42%	43%	39%	39%	39%	78%	50%	74%	49%
			a							b		b	
Virgin TV (cable TV)	429	16	379	30	365	168	226	40	27	51	367	67	350
	18%	7%	20%	7%	22%	15%	24%	16%	15%	11%	32%	12%	34%
			a		a		acd				a		a
BT TV	262	17	211	39	188	136	91	38	20	57	179	84	152
	11%	7%	11%	9%	11%	12%	10%	16%	11%	13%	16%	15%	15%
								b					
Freesat (satellite TV, no monthly subscription)	209	26	144	42	128	110	60	26	16	29	51	34	46
	9%	11%	8%	10%	8%	10%	6%	11%	9%	6%	4%	6%	4%
NOW	208	36	150	53	133	125	61	32	22	63	85	71	76
	9%	16%	8%	12%	8%	11%	7%	13%	12%	14%	7%	12%	7%
		b		b		b		b	b	b		b	
TalkTalk TV	105	10	77	22	65	52	35	21	14	21	69	36	54
	4%	5%	4%	5%	4%	4%	4%	9%	8%	5%	6%	6%	5%
								ab					
YouView (no monthly subscription)	61	6	50	8	49	38	18	10	5	10	24	10	24
	3%	3%	3%	2%	3%	3%	2%	4%	3%	2%	2%	2%	2%
Plusnet TV	48	5	24	8	21	22	8	10	5	27	19	29	17
	2%	2%	1%	2%	1%	2%	1%	4%	3%	6%	2%	5%	2%
								b		b		b	
EE TV	47	9	23	9	22	24	7	10	2	18	26	20	24
	2%	4%	1%	2%	1%	2%	1%	4%	1%	4%	2%	3%	2%
		b						b					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2272	278	1797	511	1564	1182	893	295	186	456	957	568	845
Effective Weighted Sample	1915	233	1554	434	1355	1006	773	236	161	386	823	478	731
Total	2364	223	1859	438	1644	1154	927	242	177	457	1143	577	1024
Other satellite TV	17	4	11	5	10	6	9	2	1	6	5	6	5
	1%	2%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	*%
None of these	88	21	52	34	39	40	33	11	10	-	-	-	-
	4%	10%	3%	8%	2%	3%	4%	5%	5%	-%	-%	-%	-%
		b		b									
SUMMARY													
ANY PAY TV SERVICES	1715	119	1452	265	1306	858	713	179	127	457	1143	577	1024
	73%	54%	78%	60%	79%	74%	77%	74%	72%	100%	100%	100%	100%
		a		a									
ANY FREE TV SERVICES	1090	126	793	223	696	530	389	101	75	119	296	154	261
	46%	56%	43%	51%	42%	46%	42%	42%	42%	26%	26%	27%	26%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2272	673	740	172	79	224	537	45	31	1413	761	1726	546
Effective Weighted Sample	1915	558	644	127	65	200	458	38	29	1202	656	1456	459
Total	2364	740	860	149	83	187	488	35	24	1601	675	1782	582
Freeview (through a set-top box or television set)	948	170	187	30	**	145	447	**	**	357	592	631	317
	40%	23%	22%	20%	**	78%	92%	**	**	22%	88%	35%	55%
							a				a		a
Sky TV (satellite TV, monthly subscription)	942	395	532	69	**	4	10	**	**	928	15	768	174
	40%	53%	62%	46%	**	2%	2%	**	**	58%	2%	43%	30%
			ac							b		b	
Virgin TV (cable TV)	429	205	212	47	**	3	8	**	**	417	11	334	95
	18%	28%	25%	31%	**	2%	2%	**	**	26%	2%	19%	16%
										b			
BT TV	262	144	92	49	**	8	17	**	**	236	25	217	44
	11%	19%	11%	33%	**	4%	4%	**	**	15%	4%	12%	8%
		b		ab						b		b	
Freesat (satellite TV, no monthly subscription)	209	46	33	11	**	53	77	**	**	80	130	157	52
	9%	6%	4%	7%	**	28%	16%	**	**	5%	19%	9%	9%
						b					a		
NOW	208	93	54	24	**	23	38	**	**	147	61	206	3
	9%	13%	6%	16%	**	12%	8%	**	**	9%	9%	12%	1%
		b		b								b	
TalkTalk TV	105	54	37	20	**	5	9	**	**	91	14	78	27
	4%	7%	4%	13%	**	3%	2%	**	**	6%	2%	4%	5%
				b						b			
YouView (no monthly subscription)	61	26	8	6	**	12	15	**	**	34	27	52	9
	3%	4%	1%	4%	**	6%	3%	**	**	2%	4%	3%	2%
		b		b									
Plusnet TV	48	34	12	17	**	2	-	**	**	46	2	46	2
	2%	5%	1%	11%	**	1%	0%	**	**	3%	1%	3%	1%
		b		ab						b		b	
EE TV	47	36	8	14	**	3	-	**	**	44	3	47	-
	2%	5%	1%	10%	**	2%	0%	**	**	3%	1%	3%	0%
		b		b		b				b		b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	2272	673	740	172	79	224	537	45	31	1413	761	1726	546
Effective Weighted Sample	1915	558	644	127	65	200	458	38	29	1202	656	1456	459
Total	2364	740	860	149	83	187	488	35	24	1601	675	1782	582
Other satellite TV	17	3	9	1	**	2	4	**	**	11	5	13	4
	1%	*%	1%	1%	**	1%	1%	**	**	1%	1%	1%	1%
None of these	88	-	-	-	**	-	-	**	**	-	-	73	15
	4%	-%	-%	-%	**	-%	-%	**	**	-%	-%	4%	3%
SUMMARY													
ANY PAY TV SERVICES	1715	740	860	149	**	40	75	**	**	1601	115	1387	328
	73%	100%	100%	100%	**	21%	15%	**	**	100%	17%	78%	56%
										b		b	
ANY FREE TV SERVICES	1090	205	210	35	**	187	488	**	**	416	675	742	349
	46%	28%	24%	24%	**	100%	100%	**	**	26%	100%	42%	60%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2272	726	549	173	429	417	123	776	880	1779	488	133	482	870	915
Effective Weighted Sample	1915	689	518	161	364	327	98	641	760	1497	414	107	385	742	784
Total	2364	610	813	150	359	454	117	827	908	1852	505	155	479	909	969
Freeview (through a set-top box or television set)	948	355	198	32	129	240	33	264	403	701	247	77	145	342	461
	40%	58%	24%	21%	36%	53%	29%	32%	44%	38%	49%	50%	30%	38%	48%
		bcd			bc	bcd			abd	b	abd	abd		a	ab
Sky TV (satellite TV, monthly subscription)	942	211	396	64	173	119	46	384	337	767	174	48	203	395	343
	40%	35%	49%	43%	48%	26%	39%	46%	37%	41%	34%	31%	42%	43%	35%
		e	ae	e	ae			cef		e			c	c	
Virgin TV (cable TV)	429	11	261	64	48	45	26	145	183	355	73	21	90	170	168
	18%	2%	32%	43%	13%	10%	23%	18%	20%	19%	14%	13%	19%	19%	17%
			ade	abde	a	a			e						
BT TV	262	41	130	17	45	31	25	89	91	204	57	16	64	90	108
	11%	7%	16%	11%	13%	7%	21%	11%	10%	11%	11%	10%	13%	10%	11%
			ae		ae		bcde								
Freesat (satellite TV, no monthly subscription)	209	76	32	6	40	56	6	78	75	159	51	14	46	66	98
	9%	12%	4%	4%	11%	12%	5%	9%	8%	9%	10%	9%	10%	7%	10%
		bc			bc	bc									
NOW	208	61	59	6	31	52	21	89	72	182	26	1	67	83	58
	9%	10%	7%	4%	9%	12%	18%	11%	8%	10%	5%	*%	14%	9%	6%
						c	cdef	ef	f	ef			bc		
TalkTalk TV	105	13	50	4	18	20	4	41	30	75	30	13	21	39	44
	4%	2%	6%	2%	5%	4%	4%	5%	3%	4%	6%	8%	4%	4%	5%
			a		a							c			
YouView (no monthly subscription)	61	21	17	2	13	8	4	27	21	52	9	3	16	27	18
	3%	3%	2%	1%	4%	2%	3%	3%	2%	3%	2%	2%	3%	3%	2%
Plusnet TV	48	7	14	1	4	22	8	29	8	45	3	1	21	22	5
	2%	1%	2%	*%	1%	5%	7%	4%	1%	2%	1%	1%	4%	2%	1%
						abcd	cde	ce		c			c	c	
EE TV	47	3	6	8	15	15	4	32	7	43	2	1	21	19	5
	2%	*%	1%	5%	4%	3%	3%	4%	1%	2%	*%	*%	4%	2%	1%
				ab	ab	ab	e	ce		ce			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2272	726	549	173	429	417	123	776	880	1779	488	133	482	870	915
Effective Weighted Sample	1915	689	518	161	364	327	98	641	760	1497	414	107	385	742	784
Total	2364	610	813	150	359	454	117	827	908	1852	505	155	479	909	969
Other satellite TV	17	3	2	1	5	6	-	6	7	12	4	1	2	6	8
	1%	*%	*%	1%	1%	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%
None of these	88	44	-	-	10	35	6	40	18	65	22	9	32	24	32
	4%	7%	-%	-%	3%	8%	5%	5%	2%	4%	4%	6%	7%	3%	3%
		bcd			b	bcd		c					bc		
SUMMARY															
ANY PAY TV SERVICES	1715	293	813	150	264	217	97	640	652	1390	321	91	374	689	649
	73%	48%	100%	100%	74%	48%	83%	77%	72%	75%	64%	59%	78%	76%	67%
			ade	ade	ae		cef	ef	ef	ef			c	c	
ANY FREE TV SERVICES	1090	405	219	35	159	279	40	318	456	814	275	87	183	387	520
	46%	66%	27%	23%	44%	61%	34%	38%	50%	44%	54%	56%	38%	43%	54%
		bcd			bc	bcd			abd	b	abd	abd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2272	1182	1067	729	644	342	543	1871	200	128	73	354	917	784	691	1208
Effective Weighted Sample	1915	992	907	621	557	299	460	1571	170	111	63	292	773	672	580	1022
Total	2364	1272	1071	689	665	474	520	1932	221	138	73	367	987	793	706	1264
Freeview (through a set-top box or television set)	948 40%	553 43% b	382 36%	279 40%	248 37%	195 41%	218 42%	796 41%	88 40%	41 30%	** **	149 40%	387 39%	320 40%	286 41%	515 41%
Sky TV (satellite TV, monthly subscription)	942 40%	506 40%	429 40%	279 40%	268 40%	189 40%	202 39%	740 38%	97 44%	72 52% a	** **	135 37%	407 41%	318 40%	262 37%	516 41%
Virgin TV (cable TV)	429 18%	225 18%	200 19%	147 21%	116 17%	81 17%	82 16%	376 19% b	23 10%	16 12%	** **	78 21%	171 17%	141 18%	141 20%	205 16%
BT TV	262 11%	152 12%	109 10%	110 16% bcd	60 9%	48 10%	41 8%	217 11%	25 11%	14 10%	** **	36 10%	94 10%	104 13%	73 10%	133 11%
Freesat (satellite TV, no monthly subscription)	209 9%	124 10%	85 8%	75 11%	59 9%	31 7%	43 8%	165 9%	14 6%	23 16% ab	** **	33 9%	82 8%	77 10%	67 9%	107 8%
NOW	208 9%	110 9%	98 9%	77 11%	55 8%	35 7%	38 7%	165 9%	20 9%	19 14%	** **	31 9%	88 9%	69 9%	74 11%	97 8%
TalkTalk TV	105 4%	71 6% b	34 3%	27 4%	32 5%	23 5%	24 5%	90 5%	12 6%	3 2%	** **	14 4%	45 5%	31 4%	36 5%	43 3%
YouView (no monthly subscription)	61 3%	36 3%	24 2%	24 3%	12 2%	12 3%	13 2%	51 3%	5 2%	2 1%	** **	11 3%	21 2%	24 3%	24 3%	23 2%
Plusnet TV	48 2%	25 2%	24 2%	26 4% bd	8 1%	10 2%	4 1%	40 2%	3 1%	3 3%	** **	11 3%	17 2%	15 2%	19 3% b	9 1%
EE TV	47 2%	29 2%	17 2%	23 3% b	7 1%	9 2%	8 2%	41 2%	3 1%	1 1%	** **	6 2%	21 2%	16 2%	17 2% b	11 1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2272	1182	1067	729	644	342	543	1871	200	128	73	354	917	784	691	1208
Effective Weighted Sample	1915	992	907	621	557	299	460	1571	170	111	63	292	773	672	580	1022
Total	2364	1272	1071	689	665	474	520	1932	221	138	73	367	987	793	706	1264
Other satellite TV	17	5	12	3	2	3	9	13	-	2	**	4	9	3	6	7
	1%	*%	1%	*%	*%	1%	2% b	1%	-%	2%	**	1%	1%	*%	1%	1%
None of these	88	42	46	19	34	17	19	72	5	6	**	13	34	34	26	44
	4%	3%	4%	3%	5%	4%	4%	4%	2%	4%	**	4%	3%	4%	4%	3%
SUMMARY																
ANY PAY TV SERVICES	1715	903	801	523	478	347	356	1384	169	109	**	259	724	574	509	908
	73%	71%	75%	76% d	72%	73%	69%	72%	76%	79%	**	71%	73%	72%	72%	72%
ANY FREE TV SERVICES	1090	628	448	324	289	218	250	904	101	57	**	172	443	368	333	588
	46%	49% b	42%	47%	43%	46%	48%	47%	46%	41%	**	47%	45%	46%	47%	47%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2174	132	1579	321	1390	977	734	216	138	1611	437	1751	297	1266	782	295
Effective Weighted Sample	1833	101	1375	260	1211	833	636	165	121	1363	392	1483	265	1069	670	238
Total	2275	164	1703	357	1509	1039	828	185	148	1740	385	1864	261	1267	857	274
Sky TV (satellite TV, monthly subscription)	899	55	716	152	620	442	329	74	59	679	160	731	109	507	333	115
	39%	34%	42%	43%	41%	43%	40%	40%	40%	39%	42%	39%	42%	40%	39%	42%
Freeview (through a set-top box or television set)	559	69	355	125	300	225	200	40	36	448	79	490	37	314	213	56
	25%	42%	21%	35%	20%	22%	24%	22%	24%	26%	21%	26%	14%	25%	25%	21%
		b		b								b				
Virgin TV (cable TV)	385	7	326	17	316	171	162	26	21	286	72	301	57	202	155	42
	17%	4%	19%	5%	21%	16%	20%	14%	14%	16%	19%	16%	22%	16%	18%	15%
			a		a											
BT TV	151	3	132	15	121	70	66	16	9	118	26	120	24	76	68	24
	7%	2%	8%	4%	8%	7%	8%	9%	6%	7%	7%	6%	9%	6%	8%	9%
Freesat (satellite TV, no monthly subscription)	104	17	63	22	58	52	28	13	12	78	17	85	11	70	25	9
	5%	10%	4%	6%	4%	5%	3%	7%	8%	4%	4%	5%	4%	6%	3%	3%
		b												b		
TalkTalk TV	67	*	55	9	46	37	18	6	5	54	7	56	4	30	31	5
	3%	*%	3%	3%	3%	4%	2%	3%	3%	3%	2%	3%	2%	2%	4%	2%
NOW	60	6	31	10	27	21	15	6	3	47	8	49	6	32	23	10
	3%	3%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	4%
EE TV	23	6	9	7	8	12	3	3	2	4	13	6	12	13	5	5
	1%	4%	1%	2%	1%	1%	*%	2%	1%	*%	3%	*%	5%	1%	1%	2%
		b									a		a			
Plusnet TV	12	-	4	-	4	3	1	-	-	12	-	12	-	12	-	4
	1%	-%	*%	-%	*%	*%	*%	-%	-%	1%	-%	1%	-%	1%	-%	2%
														b		b
YouView (no monthly subscription)	12	*	9	*	9	5	4	1	1	10	1	10	1	8	3	3
	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%
Other satellite TV	4	-	1	*	1	1	-	*	-	3	1	3	1	3	2	1
	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2174	132	1579	321	1390	977	734	216	138	1611	437	1751	297	1266	782	295
Effective Weighted Sample	1833	101	1375	260	1211	833	636	165	121	1363	392	1483	265	1069	670	238
Total	2275	164	1703	357	1509	1039	828	185	148	1740	385	1864	261	1267	857	274
SUMMARY																
ANY PAY TV SERVICES	1601	77	1275	210	1143	757	595	131	100	1204	287	1279	212	875	616	206
	70%	47%	75% a	59%	76% a	73%	72%	71%	67%	69%	75%	69%	81% a	69%	72%	75%
ANY FREE TV SERVICES	675	86	428	147	366	281	233	55	49	536	98	585	49	393	241	69
	30%	53% b	25%	41% b	24%	27%	28%	29%	33%	31%	25%	31% b	19%	31%	28%	25%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2174	252	1735	469	1518	1133	854	280	173	456	957	568	845
Effective Weighted Sample	1833	211	1499	397	1314	963	739	223	150	386	823	478	731
Total	2275	201	1807	404	1604	1114	894	231	167	457	1143	577	1024
Sky TV (satellite TV, monthly subscription)	899	56	772	158	671	477	352	86	66	344	554	412	486
	39%	28%	43%	39%	42%	43%	39%	37%	39%	75%	48%	71%	48%
			a							b		b	
Freeview (through a set-top box or television set)	559	90	362	149	303	252	200	51	41	-	-	-	-
	25%	45%	20%	37%	19%	23%	22%	22%	25%	-%	-%	-%	-%
		b		b									
Virgin TV (cable TV)	385	6	359	17	347	148	217	30	22	28	357	43	343
	17%	3%	20%	4%	22%	13%	24%	13%	13%	6%	31%	7%	33%
			a		a		acd				a		a
BT TV	151	5	131	14	122	84	52	23	12	13	138	33	118
	7%	2%	7%	4%	8%	8%	6%	10%	7%	3%	12%	6%	12%
			a		a						a		a
Freesat (satellite TV, no monthly subscription)	104	14	64	21	58	56	23	12	9	-	-	-	-
	5%	7%	4%	5%	4%	5%	3%	5%	6%	-%	-%	-%	-%
		b				b							
TalkTalk TV	67	2	56	10	48	34	24	11	7	6	61	18	49
	3%	1%	3%	2%	3%	3%	3%	5%	4%	1%	5%	3%	5%
											a		
NOW	60	19	38	25	31	43	14	11	8	46	15	49	11
	3%	9%	2%	6%	2%	4%	2%	5%	5%	10%	1%	9%	1%
		b		b		b		b	b	b		b	
EE TV	23	6	10	6	10	11	4	3	1	8	14	10	13
	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		b											
Plusnet TV	12	1	4	1	4	3	3	1	-	8	4	8	4
	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%
										b			

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2174	252	1735	469	1518	1133	854	280	173	456	957	568	845
Effective Weighted Sample	1833	211	1499	397	1314	963	739	223	150	386	823	478	731
Total	2275	201	1807	404	1604	1114	894	231	167	457	1143	577	1024
YouView (no monthly subscription)	12	1	9	1	9	5	5	1	1	-	-	-	-
	1%	1%	*%	*%	1%	*%	1%	1%	1%	-%	-%	-%	-%
Other satellite TV	4	2	1	2	1	2	1	1	-	4	-	4	-
	*%	1%	*%	*%	*%	*%	*%	*%	-%	1%	-%	1%	-%
										b			
SUMMARY													
ANY PAY TV SERVICES	1601	96	1371	233	1234	802	665	166	116	457	1143	577	1024
	70%	48%	76%	58%	77%	72%	74%	72%	69%	100%	100%	100%	100%
		a	a										
ANY FREE TV SERVICES	675	106	436	171	370	313	229	64	52	-	-	-	-
	30%	52%	24%	42%	23%	28%	26%	28%	31%	-%	-%	-%	-%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2174	673	740	172	79	224	537	45	31	1413	761	1643	531
Effective Weighted Sample	1833	558	644	127	65	200	458	38	29	1202	656	1385	447
Total	2275	740	860	149	83	187	488	35	24	1601	675	1709	566
Sky TV (satellite TV, monthly subscription)	899	374	525	63	**	-	-	**	**	899	-	727	171
	39%	50%	61%	42%	**	-%	-%	**	**	56%	-%	43%	30%
			ac							b		b	
Freeview (through a set-top box or television set)	559	-	-	-	**	132	427	**	**	-	559	334	225
	25%	-%	-%	-%	**	71%	87%	**	**	-%	83%	20%	40%
							a				a		a
Virgin TV (cable TV)	385	177	208	30	**	-	-	**	**	385	-	295	90
	17%	24%	24%	20%	**	-%	-%	**	**	24%	-%	17%	16%
										b			
BT TV	151	89	62	29	**	-	-	**	**	151	-	125	26
	7%	12%	7%	19%	**	-%	-%	**	**	9%	-%	7%	5%
		b		b						b			
Freesat (satellite TV, no monthly subscription)	104	-	-	-	**	48	55	**	**	-	104	71	33
	5%	-%	-%	-%	**	26%	11%	**	**	-%	15%	4%	6%
						b					a		
TalkTalk TV	67	34	32	12	**	-	-	**	**	67	-	48	19
	3%	5%	4%	8%	**	-%	-%	**	**	4%	-%	3%	3%
										b			
NOW	60	36	25	8	**	-	-	**	**	60	-	60	-
	3%	5%	3%	5%	**	-%	-%	**	**	4%	-%	4%	-%
										b		b	
EE TV	23	18	4	3	**	-	-	**	**	23	-	23	-
	1%	2%	1%	2%	**	-%	-%	**	**	1%	-%	1%	-%
		b								b		b	
Plusnet TV	12	11	1	5	**	-	-	**	**	12	-	11	1
	1%	1%	1%	3%	**	-%	-%	**	**	1%	-%	1%	1%
		b		b									
YouView (no monthly subscription)	12	-	-	-	**	6	6	**	**	-	12	12	-
	1%	-%	-%	-%	**	3%	1%	**	**	-%	2%	1%	-%
											a		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2174	673	740	172	79	224	537	45	31	1413	761	1643	531
Effective Weighted Sample	1833	558	644	127	65	200	458	38	29	1202	656	1385	447
Total	2275	740	860	149	83	187	488	35	24	1601	675	1709	566
Other satellite TV	4	1	3	1	**	-	-	**	**	4	-	3	2
	*%	*%	*%	1%	**	-%	-%	**	**	*%	-%	*%	*%
SUMMARY													
ANY PAY TV SERVICES	1601	740	860	149	**	-	-	**	**	1601	-	1292	309
	70%	100%	100%	100%	**	-%	-%	**	**	100%	-%	76%	55%
										b		b	
ANY FREE TV SERVICES	675	-	-	-	**	187	488	**	**	-	675	417	257
	30%	-%	-%	-%	**	100%	100%	**	**	-%	100%	24%	45%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2174	673	549	173	419	382	115	732	858	1705	465	125	445	844	881
Effective Weighted Sample	1833	638	518	161	355	300	91	603	741	1433	396	102	353	719	757
Total	2275	566	813	150	349	419	111	787	889	1787	483	146	448	885	937
Sky TV (satellite TV, monthly subscription)	899	204	386	63	161	105	39	363	328	730	167	47	187	379	331
	39%	36%	48%	42%	46%	25%	35%	46%	37%	41%	35%	33%	42%	43%	35%
		e	ae	e	ae			cef						c	
Freeview (through a set-top box or television set)	559	287	-	-	79	193	16	141	238	395	163	54	79	199	281
	25%	51%	-%	-%	23%	46%	15%	18%	27%	22%	34%	37%	18%	22%	30%
		bcd			bc	bcd			abd		abcd	abd			ab
Virgin TV (cable TV)	385	3	257	64	37	25	20	120	175	315	69	20	71	152	161
	17%	*%	32%	43%	11%	6%	18%	15%	20%	18%	14%	14%	16%	17%	17%
			ade	abde	a	a									
BT TV	151	2	108	13	20	8	15	51	56	122	29	6	40	51	60
	7%	*%	13%	9%	6%	2%	14%	6%	6%	7%	6%	4%	9%	6%	6%
			ade	ae	ae		bcdef								
Freesat (satellite TV, no monthly subscription)	104	47	-	-	17	39	3	34	39	77	27	9	23	26	55
	5%	8%	-%	-%	5%	9%	3%	4%	4%	4%	6%	6%	5%	3%	6%
		bc			bc	bc									b
TalkTalk TV	67	-	46	3	13	4	3	18	23	43	23	9	4	29	33
	3%	-%	6%	2%	4%	1%	2%	2%	3%	2%	5%	6%	1%	3%	4%
			ae	a	a	a					d				a
NOW	60	15	12	-	10	22	8	31	18	57	3	-	24	26	11
	3%	3%	2%	-%	3%	5%	8%	4%	2%	3%	1%	-%	5%	3%	1%
						bc	cef	e		e			c	c	
EE TV	23	-	-	7	8	7	1	14	5	21	-	-	9	10	2
	1%	-%	-%	5%	2%	2%	1%	2%	1%	1%	-%	-%	2%	1%	*%
				ab	ab	ab		e					c		
Plusnet TV	12	-	4	-	-	8	4	5	3	12	-	-	7	4	1
	1%	-%	1%	-%	-%	2%	4%	1%	*%	1%	-%	-%	2%	*%	*%
						ad	bcde						c		
YouView (no monthly subscription)	12	8	-	-	1	3	1	6	4	11	1	-	4	6	2
	1%	1%	-%	-%	*%	1%	1%	1%	*%	1%	*%	-%	1%	1%	*%
		b													

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2174	673	549	173	419	382	115	732	858	1705	465	125	445	844	881
Effective Weighted Sample	1833	638	518	161	355	300	91	603	741	1433	396	102	353	719	757
Total	2275	566	813	150	349	419	111	787	889	1787	483	146	448	885	937
Other satellite TV	4	-	-	-	1	3	-	3	-	3	1	1	1	3	1
	*%	-%	-%	-%	*%	1%	-%	*%	-%	*%	*%	1%	*%	*%	*%
SUMMARY															
ANY PAY TV SERVICES	1601	225	813	150	251	184	90	606	608	1304	292	83	342	654	600
	70%	40%	100%	100%	72%	44%	81%	77%	68%	73%	61%	57%	76%	74%	64%
			ade	ade	ae		cef	cef	e	ef			c	c	
ANY FREE TV SERVICES	675	342	-	-	98	235	21	181	282	483	190	63	105	231	338
	30%	60%	-%	-%	28%	56%	19%	23%	32%	27%	39%	43%	24%	26%	36%
		bcd			bc	bcd			ab		abcd	abd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1140	1012	707	603	328	522	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	956	860	603	523	286	443	1505	165	106	57	281	739	642	555	982
Total	2275	1230	1025	671	631	457	501	1860	216	132	67	354	953	759	679	1220
Sky TV (satellite TV, monthly subscription)	899	479	412	264	259	178	193	701	95	71	**	129	383	307	248	499
	39%	39%	40%	39%	41%	39%	39%	38%	44%	53%	**	36%	40%	40%	36%	41%
										a						
Freeview (through a set-top box or television set)	559	323	227	159	148	108	140	475	53	19	**	83	238	183	164	321
	25%	26%	22%	24%	23%	24%	28%	26%	25%	14%	**	23%	25%	24%	24%	26%
								c								
Virgin TV (cable TV)	385	199	182	123	105	77	77	335	22	16	**	64	161	128	126	188
	17%	16%	18%	18%	17%	17%	15%	18%	10%	12%	**	18%	17%	17%	19%	15%
								b								
BT TV	151	81	70	54	37	31	25	124	19	3	**	21	59	54	46	83
	7%	7%	7%	8%	6%	7%	5%	7%	9%	3%	**	6%	6%	7%	7%	7%
Freesat (satellite TV, no monthly subscription)	104	53	51	29	32	18	25	82	8	9	**	21	40	35	41	48
	5%	4%	5%	4%	5%	4%	5%	4%	4%	7%	**	6%	4%	5%	6%	4%
TalkTalk TV	67	45	21	13	24	14	15	53	10	3	**	10	27	21	19	36
	3%	4%	2%	2%	4%	3%	3%	3%	5%	2%	**	3%	3%	3%	3%	3%
NOW	60	30	30	15	17	16	13	45	6	10	**	14	23	16	22	28
	3%	2%	3%	2%	3%	3%	3%	2%	3%	7%	**	4%	2%	2%	3%	2%
										a						
EE TV	23	10	12	6	3	8	6	19	3	-	**	4	13	5	7	7
	1%	1%	1%	1%	1%	2%	1%	1%	1%	-%	**	1%	1%	1%	1%	1%
Plusnet TV	12	2	10	4	3	4	1	12	-	-	**	3	3	5	2	4
	1%	*%	1%	1%	*%	1%	*%	1%	-%	-%	**	1%	*%	1%	*%	*%
YouView (no monthly subscription)	12	5	7	4	2	3	2	10	*	1	**	5	2	5	3	6
	1%	*%	1%	1%	*%	1%	*%	1%	*%	1%	**	2%	*%	1%	*%	1%
												b				

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1140	1012	707	603	328	522	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	956	860	603	523	286	443	1505	165	106	57	281	739	642	555	982
Total	2275	1230	1025	671	631	457	501	1860	216	132	67	354	953	759	679	1220
Other satellite TV	4	1	3	-	1	-	4	3	-	1	**	*	4	1	2	1
	*%	*%	*%	-%	*%	-%	1%	*%	-%	1%	**	*%	*%	*%	*%	*%
SUMMARY																
ANY PAY TV SERVICES	1601	848	741	479	448	328	334	1293	154	104	**	245	673	536	471	845
	70%	69%	72%	71%	71%	72%	67%	70%	72%	78%	**	69%	71%	71%	69%	69%
ANY FREE TV SERVICES	675	382	284	192	183	130	167	567	61	29	**	109	279	222	208	376
	30%	31%	28%	29%	29%	28%	33%	30%	28%	22%	**	31%	29%	29%	31%	31%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Netflix	2050	137	1153	287	1003	781	510	164	128	1570	279	1668	181	1156	693	328
	60%	44%	60%	53%	59%	61%	53%	65%	68%	61%	61%	61%	60%	62%	59%	66%
			a		a	b		b	b							b
Amazon Prime Video	1608	109	974	233	850	661	422	131	95	1223	252	1304	171	978	497	254
	47%	35%	51%	43%	50%	52%	44%	52%	51%	47%	55%	47%	56%	52%	42%	51%
			a		a	b					a		a	b		b
Disney+	947	49	488	114	423	333	204	81	55	733	130	774	89	577	285	180
	28%	16%	25%	21%	25%	26%	21%	32%	29%	28%	28%	28%	29%	31%	24%	36%
			a			b		b						b		b
NOW	348	33	177	51	158	133	76	40	26	269	39	280	28	214	94	56
	10%	11%	9%	9%	9%	10%	8%	16%	14%	10%	9%	10%	9%	11%	8%	11%
						ab								b		
Apple TV+	288	38	103	53	89	100	41	26	13	202	40	211	31	197	45	73
	8%	12%	5%	10%	5%	8%	4%	10%	7%	8%	9%	8%	10%	11%	4%	15%
		b		b		b		b						b		ab
ITV Hub+ (premium service with no adverts)	184	20	61	26	55	60	21	22	15	135	27	139	24	118	45	50
	5%	6%	3%	5%	3%	5%	2%	9%	8%	5%	6%	5%	8%	6%	4%	10%
		b				b		ab	b					b		ab
You Tube Premium (monthly paid subscription, ad free)	168	21	58	29	49	61	17	19	13	121	27	127	21	117	32	49
	5%	7%	3%	5%	3%	5%	2%	7%	7%	5%	6%	5%	7%	6%	3%	10%
		b		b		b		b	b					b		ab
Britbox	154	20	76	38	58	68	28	20	12	103	25	113	16	86	42	33
	5%	6%	4%	7%	3%	5%	3%	8%	7%	4%	6%	4%	5%	5%	4%	7%
				b		b		b								b
All4+ (premium service with no adverts)	120	20	46	24	43	51	16	18	10	77	25	80	22	73	29	33
	3%	7%	2%	4%	3%	4%	2%	7%	5%	3%	5%	3%	7%	4%	2%	7%
		b				b		b	b		a		a			ab
Hayu	82	7	31	11	27	25	13	10	3	64	10	65	10	55	19	17
	2%	2%	2%	2%	2%	2%	1%	4%	2%	2%	2%	2%	3%	3%	2%	3%
								b								

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Eurosport Player	77	14	27	19	21	36	5	14	6	48	7	49	6	49	6	19
	2%	4%	1%	4%	1%	3%	0%	6%	3%	2%	1%	2%	2%	3%	1%	4%
		b		b		b		b	b					b		b
Eleven Sports	52	10	11	11	11	22	-	8	3	34	7	35	6	40	1	20
	2%	3%	1%	2%	1%	2%	0%	3%	2%	1%	1%	1%	2%	2%	0%	4%
		b		b		b		b	b					b		b
Any other paid-for streaming services	62	5	39	11	33	22	22	6	6	46	10	51	5	29	26	3
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%
No, none	811	110	484	160	434	274	321	37	30	612	100	647	65	362	350	63
	24%	36%	25%	29%	26%	22%	33%	15%	16%	24%	22%	24%	21%	19%	30%	13%
		b				c	acd							c	ac	
SUMMARY																
ANY OTT SERVICES	2609	199	1444	385	1258	999	644	215	157	1982	357	2101	238	1506	833	430
	76%	64%	75%	71%	74%	78%	67%	85%	84%	76%	78%	76%	79%	81%	70%	87%
			a			b		ab	b					b		ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Netflix	2050	283	1257	454	1086	920	620	227	153	287	758	367	678
	60%	69%	61%	68%	60%	66%	58%	72%	70%	63%	66%	64%	66%
		b		b		b		b	b				
Amazon Prime Video	1608	216	1056	350	921	780	492	180	121	251	602	308	545
	47%	53%	51%	53%	51%	56%	46%	57%	55%	55%	53%	53%	53%
						b		b	b				
Disney+	947	146	533	220	459	432	247	122	77	148	343	183	308
	28%	35%	26%	33%	25%	31%	23%	38%	35%	32%	30%	32%	30%
		b		b		b		ab	b				
NOW	348	62	197	82	176	173	86	44	26	54	112	64	102
	10%	15%	10%	12%	10%	12%	8%	14%	12%	12%	10%	11%	10%
		b				b		b					
Apple TV+	288	45	112	63	94	107	49	34	18	56	77	63	69
	8%	11%	5%	10%	5%	8%	5%	11%	8%	12%	7%	11%	7%
		b		b		b		b		b		b	
ITV Hub+ (premium service with no adverts)	184	32	73	42	63	73	32	33	20	42	51	50	43
	5%	8%	4%	6%	4%	5%	3%	10%	9%	9%	4%	9%	4%
		b		b		b		ab	b	b		b	
You Tube Premium (monthly paid subscription, ad free)	168	32	67	44	55	69	30	34	20	36	45	40	41
	5%	8%	3%	7%	3%	5%	3%	11%	9%	8%	4%	7%	4%
		b		b		b		ab	ab	b			
Britbox	154	28	75	45	57	68	35	20	8	37	51	46	42
	5%	7%	4%	7%	3%	5%	3%	6%	3%	8%	5%	8%	4%
		b		b				b		b		b	
All4+ (premium service with no adverts)	120	18	52	23	46	46	23	21	14	33	34	38	29
	3%	4%	3%	4%	3%	3%	2%	7%	7%	7%	3%	7%	3%
								ab	b	b		b	
Hayu	82	16	30	21	25	25	21	10	2	15	23	18	19
	2%	4%	1%	3%	1%	2%	2%	3%	1%	3%	2%	3%	2%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Eurosport Player	77	14	30	17	26	35	9	14	5	17	22	18	21
	2%	3%	1%	3%	1%	3%	1%	4%	2%	4%	2%	3%	2%
		b				b		b					
Eleven Sports	52	8	10	9	9	18	*	12	3	15	10	16	9
	2%	2%	*%	1%	1%	1%	*%	4%	1%	3%	1%	3%	1%
		b				b		ab	b	b		b	
Any other paid-for streaming services	62	14	39	18	35	30	23	11	10	9	28	11	26
	2%	3%	2%	3%	2%	2%	2%	3%	4%	2%	2%	2%	3%
No, none	811	68	488	118	438	243	313	37	30	88	221	105	204
	24%	16%	24%	18%	24%	17%	29%	12%	14%	19%	19%	18%	20%
			a		a	c	acd						
SUMMARY													
ANY OTT SERVICES	2609	344	1564	545	1362	1147	761	279	189	370	922	472	820
	76%	84%	76%	82%	76%	83%	71%	88%	86%	81%	81%	82%	80%
		b		b		b		ab	b				

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Netflix	2050	525	520	101	**	107	225	**	**	1045	332	2050	-
	60%	71%	60%	68%	**	57%	46%	**	**	65%	49%	79%	-%
		b				b				b		b	
Amazon Prime Video	1608	421	432	79	**	94	186	**	**	853	280	1608	-
	47%	57%	50%	53%	**	50%	38%	**	**	53%	42%	62%	-%
						b				b		b	
Disney+	947	263	228	68	**	42	72	**	**	491	115	947	-
	28%	36%	26%	45%	**	23%	15%	**	**	31%	17%	36%	-%
		b		b		b				b		b	
NOW	348	100	66	25	**	28	38	**	**	166	65	348	-
	10%	14%	8%	17%	**	15%	8%	**	**	10%	10%	13%	-%
		b		b		b						b	
Apple TV+	288	87	45	28	**	10	12	**	**	132	22	288	-
	8%	12%	5%	19%	**	5%	2%	**	**	8%	3%	11%	-%
		b		b						b		b	
ITV Hub+ (premium service with no adverts)	184	69	25	22	**	9	8	**	**	93	17	184	-
	5%	9%	3%	15%	**	5%	2%	**	**	6%	3%	7%	-%
		b		b						b		b	
You Tube Premium (monthly paid subscription, ad free)	168	56	25	25	**	8	3	**	**	81	11	168	-
	5%	8%	3%	16%	**	4%	1%	**	**	5%	2%	6%	-%
		b		ab		b				b		b	
Britbox	154	61	27	19	**	8	7	**	**	88	15	154	-
	5%	8%	3%	13%	**	4%	1%	**	**	6%	2%	6%	-%
		b		b						b		b	
All4+ (premium service with no adverts)	120	43	24	16	**	5	6	**	**	67	10	120	-
	3%	6%	3%	11%	**	2%	1%	**	**	4%	2%	5%	-%
		b		b						b		b	
Hayu	82	23	15	8	**	1	5	**	**	37	6	82	-
	2%	3%	2%	6%	**	1%	1%	**	**	2%	1%	3%	-%
				b								b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Eurosport Player	77	32	7	13	**	4	3	**	**	39	8	77	-
	2%	4%	1%	8%	**	2%	1%	**	**	2%	1%	3%	-%
		b		b								b	
Eleven Sports	52	25	-	15	**	-	*	**	**	25	*	52	-
	2%	3%	-%	10%	**	-%	*%	**	**	2%	*%	2%	-%
		b		ab						b		b	
Any other paid-for streaming services	62	16	21	5	**	2	7	**	**	37	10	62	-
	2%	2%	2%	3%	**	1%	2%	**	**	2%	1%	2%	-%
												b	
No, none	811	85	224	16	**	51	207	**	**	309	257	-	811
	24%	11%	26%	10%	**	27%	42%	**	**	19%	38%	-%	100%
			ac				a				a		a
SUMMARY													
ANY OTT SERVICES	2609	656	636	134	**	136	281	**	**	1292	417	2609	-
	76%	89%	74%	90%	**	73%	58%	**	**	81%	62%	100%	-%
		b		b		b				b		b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Netflix	2050	412	532	98	266	753	298	978	593	1869	176	32	818	804	424
	60%	55%	65%	65%	63%	58%	73%	75%	53%	66%	30%	18%	78%	66%	37%
		ae			a		cdef	cdef	ef	cef	f		bc	c	
Amazon Prime Video	1608	368	419	81	232	519	178	752	524	1453	150	34	573	655	376
	47%	49%	51%	54%	55%	40%	43%	58%	47%	51%	26%	19%	54%	54%	33%
		e	e	e	e		ef	acdef	ef	aef			c	c	
Disney+	947	159	232	44	129	388	167	537	226	929	17	-	473	392	81
	28%	21%	29%	29%	31%	30%	41%	41%	20%	33%	3%	-%	45%	32%	7%
		a			a	a	cdef	cdef	ef	cef			bc	c	
NOW	348	71	80	12	42	146	43	176	98	317	31	1	146	129	73
	10%	9%	10%	8%	10%	11%	10%	14%	9%	11%	5%	*%	14%	11%	6%
							ef	cef	ef	ef	f		c	c	
Apple TV+	288	33	48	6	40	161	67	163	54	284	4	-	157	106	24
	8%	4%	6%	4%	9%	12%	16%	13%	5%	10%	1%	-%	15%	9%	2%
					a	abc	cdef	cef	ef	cef			bc	c	
ITV Hub+ (premium service with no adverts)	184	15	29	4	32	103	47	97	32	175	8	2	109	57	17
	5%	2%	4%	3%	8%	8%	11%	7%	3%	6%	1%	1%	10%	5%	2%
					ab	ab	cdef	cef		ce			bc	c	
You Tube Premium (monthly paid subscription, ad free)	168	19	23	5	31	92	38	117	12	167	2	-	106	61	2
	5%	3%	3%	3%	7%	7%	9%	9%	1%	6%	*%	-%	10%	5%	*%
					ab	ab	cef	cdef		cef			bc	c	
Britbox	154	19	36	6	22	71	23	81	39	143	11	2	66	60	28
	5%	3%	4%	4%	5%	5%	6%	6%	4%	5%	2%	1%	6%	5%	2%
					a	a	e	ce		e			c	c	
All4+ (premium service with no adverts)	120	12	17	5	26	59	32	68	14	114	5	2	70	38	12
	3%	2%	2%	3%	6%	5%	8%	5%	1%	4%	1%	1%	7%	3%	1%
					ab	a	cdef	ce		ce			bc	c	
Hayu	82	10	13	2	11	46	20	52	10	82	-	-	48	30	4
	2%	1%	2%	1%	3%	3%	5%	4%	1%	3%	-%	-%	5%	2%	*%
						a	cef	cef		ce			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Eurosport Player	77 2%	7 1%	15 2%	1 1%	8 2%	45 3% a	14 4% ce	49 4% ce	8 1%	72 3% c	5 1%	2 1%	36 3% c	33 3% c	8 1%
Eleven Sports	52 2%	2 *%	5 1%	1 *%	8 2% a	37 3% ab	14 3% ce	35 3% ce	2 *%	50 2% ce	- -%	- -%	34 3% bc	16 1% c	- -%
Any other paid-for streaming services	62 2%	9 1%	19 2%	7 5% ade	4 1%	22 2%	3 1%	18 1%	30 3%	51 2%	10 2%	3 2%	13 1%	25 2%	22 2%
No, none	811 24%	221 30% bcde	173 21%	23 15%	91 22%	310 24%	37 9%	121 9%	325 29% abd	484 17% ab	322 55% abcd	124 70% abcde	65 6%	211 17% a	530 47% ab
SUMMARY															
ANY OTT SERVICES	2609 76%	528 70%	640 79% a	127 85% a	330 78% a	999 76% a	373 91% cdef	1178 91% cdef	792 71% ef	2343 83% cef	259 45% f	52 30%	990 94% bc	1009 83% c	604 53%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Netflix	2050	992	1028	621	602	443	360	1652	200	123	74	377	773	739	652	1004
	60%	56%	64%	67%	63%	62%	46%	59%	61%	61%	71%	60%	58%	65%	57%	63%
			a	d	d	d								b		a
Amazon Prime Video	1608	844	747	520	485	325	264	1309	160	88	51	262	613	610	537	772
	47%	47%	47%	56%	51%	46%	34%	47%	49%	43%	49%	41%	46%	54%	47%	48%
				cd	d	d								ab		
Disney+	947	420	509	278	291	210	156	781	89	48	29	197	354	321	353	405
	28%	24%	32%	30%	31%	29%	20%	28%	27%	24%	28%	31%	27%	28%	31%	25%
			a	d	d	d									b	
NOW	348	169	174	113	96	78	56	284	36	23	5	67	135	117	139	153
	10%	9%	11%	12%	10%	11%	7%	10%	11%	11%	5%	11%	10%	10%	12%	10%
				d												
Apple TV+	288	178	104	123	71	53	35	236	29	20	3	57	88	116	117	94
	8%	10%	6%	13%	8%	7%	4%	8%	9%	10%	3%	9%	7%	10%	10%	6%
		b		bcd	d									b	b	
ITV Hub+ (premium service with no adverts)	184	85	97	73	36	42	31	152	17	11	4	47	64	56	91	44
	5%	5%	6%	8%	4%	6%	4%	5%	5%	6%	4%	8%	5%	5%	8%	3%
				bd											b	
You Tube Premium (monthly paid subscription, ad free)	168	87	80	67	38	29	35	144	16	6	2	47	52	53	89	46
	5%	5%	5%	7%	4%	4%	4%	5%	5%	3%	2%	7%	4%	5%	8%	3%
				b								b			b	
Britbox	154	92	61	60	38	37	20	122	19	9	4	29	66	42	57	52
	5%	5%	4%	6%	4%	5%	2%	4%	6%	5%	4%	5%	5%	4%	5%	3%
				d		d										
All4+ (premium service with no adverts)	120	75	44	55	20	22	20	93	12	12	2	26	50	31	60	31
	3%	4%	3%	6%	2%	3%	3%	3%	4%	6%	2%	4%	4%	3%	5%	2%
				bd											b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Hayu	82	30	52	32	20	18	11	69	6	5	1	15	32	25	38	22
	2%	2%	3%	3%	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	3%	1%
			a	d											b	
Eurosport Player	77	51	24	40	13	17	7	52	12	8	5	21	25	22	37	23
	2%	3%	2%	4%	1%	2%	1%	2%	4%	4%	4%	3%	2%	2%	3%	1%
		b		bd											b	
Eleven Sports	52	29	23	24	5	18	5	45	4	3	-	15	24	10	31	5
	2%	2%	1%	3%	*%	3%	1%	2%	1%	1%	-%	2%	2%	1%	3%	*%
				bd		bd						c			b	
Any other paid-for streaming services	62	37	24	23	11	16	12	52	5	5	1	6	27	24	18	34
	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%
No, none	811	447	357	157	191	154	296	670	73	46	22	147	333	222	271	381
	24%	25%	22%	17%	20%	22%	38%	24%	22%	23%	21%	23%	25%	20%	24%	24%
							abc						c			
SUMMARY																
ANY OTT SERVICES	2609	1331	1244	774	759	558	489	2117	254	157	82	483	1001	907	876	1221
	76%	75%	78%	83%	80%	78%	62%	76%	78%	77%	79%	77%	75%	80%	76%	76%
				d	d	d								b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
BT	609	128	480	205	404	211	398	52	34	454	87	481	60	296	245	56
	27%	41% b	25%	38% b	24%	17%	41% acd	21%	18%	28%	23%	27%	23%	25%	29%	23%
Sky	556	31	525	80	476	352	204	52	38	441	78	456	64	305	214	65
	25%	10%	27% a	15%	28% a	28% bc	21%	20%	20%	27% b	20%	26%	25%	26%	26%	27%
Virgin Media	433	23	411	50	383	226	207	39	33	320	86	342	64	234	173	46
	19%	7%	21% a	9%	23% a	18%	21%	16%	17%	20%	22%	19%	25%	20%	21%	19%
TalkTalk	196	13	182	37	159	129	67	22	18	159	15	168	6	96	78	18
	9%	4%	9% a	7%	9%	10%	7%	9%	10%	10% b	4%	10% b	2%	8%	9%	7%
Plusnet	113	9	103	26	87	97	16	20	20	85	16	94	7	71	31	15
	5%	3%	5%	5%	5%	8% b	2%	8% b	10% b	5%	4%	5%	3%	6%	4%	6%
EE	100	16	83	36	63	73	27	16	8	23	61	49	35	55	29	19
	4%	5%	4%	7% b	4%	6% b	3%	6% b	4%	1%	16% a	3%	14% a	5%	3%	8% b
Vodafone	67	5	62	19	48	60	7	17	14	29	32	45	16	44	16	9
	3%	2%	3%	3%	3%	5% b	1%	7% b	8% b	2%	8% a	3%	6% a	4%	2%	4%
NOW/ NOW Broadband	38	4	35	8	30	33	6	13	8	32	1	33	-	21	13	5
	2%	1%	2%	2%	2%	3% b	1%	5% b	4% b	2% b	*%	2%	-%	2%	2%	2%
Post Office	21	15	7	15	6	13	8	1	-	15	-	15	-	4	11	-
	1%	5% b	*%	3% b	*%	1%	1%	*%	-%	1%	-%	1%	-%	*%	1% a	-%
John Lewis	14	10	4	10	4	13	1	6	3	7	1	7	1	8	1	2
	1%	3% b	*%	2% b	*%	1% b	*%	2% b	2% b	*%	*%	*%	1%	1%	*%	1%
Shell Energy	13	2	11	2	11	11	2	5	4	10	-	10	-	5	4	2
	1%	1%	1%	*%	1%	1%	*%	2% b	2% b	1%	-%	1%	-%	*%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
Utility Warehouse	12 1%	1 *%	11 1%	3 *%	9 1%	8 1%	4 *%	1 1%	1 1%	7 *%	5 1%	9 *%	3 1%	7 1%	5 1%	1 *%
KCOM	10 *%	1 *%	9 *%	2 *%	8 *%	1 *%	9 1%	1 *%	- -%	8 1%	1 *%	9 1%	* *%	7 1%	2 *%	2 1%
SSE	7 *%	3 1%	4 *%	3 1%	4 *%	7 1%	1 *%	1 *%	- -%	6 *%	- -%	6 *%	- -%	5 *%	1 *%	- -%
The Phone Co-op	4 *%	4 1%	1 *%	4 1%	1 *%	4 *%	- -%	- -%	- -%	2 *%	- -%	2 *%	- -%	2 *%	- -%	- -%
POP Telecom	2 *%	2 1%	- -%	2 *%	- -%	2 *%	- -%	1 1%	- -%	1 *%	* *%	1 *%	* *%	1 *%	- -%	1 *%
Other supplier	42 2%	42 14%	- -%	42 8%	- -%	32 3%	10 1%	6 2%	6 3%	35 2%	1 *%	36 2%	- -%	29 2%	8 1%	2 1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
BT	609	40	491	119	412	264	267	52	35	155	147	181	121
	27%	40%	26%	37%	24%	24%	30%	24%	21%	49%	14%	43%	13%
		b		b			a			b		b	
Sky	556	8	512	44	475	296	224	38	29	4	463	41	427
	25%	8%	27%	14%	28%	26%	25%	18%	17%	1%	45%	10%	46%
			a		a	cd					a		a
Virgin Media	433	1	406	29	378	173	234	29	24	26	327	42	312
	19%	1%	21%	9%	22%	15%	26%	13%	14%	8%	32%	10%	33%
			a		a		acd				a		a
TalkTalk	196	2	176	23	155	106	72	23	19	31	59	45	44
	9%	2%	9%	7%	9%	9%	8%	11%	11%	10%	6%	11%	5%
			a									b	
Plusnet	113	1	105	19	87	89	17	25	22	21	8	24	5
	5%	1%	6%	6%	5%	8%	2%	12%	13%	7%	1%	6%	1%
						b		b	b	b		b	
EE	100	6	77	22	61	53	30	13	9	18	13	20	11
	4%	6%	4%	7%	4%	5%	3%	6%	5%	6%	1%	5%	1%
				b						b		b	
Vodafone	67	1	61	12	50	52	9	13	12	17	3	18	2
	3%	1%	3%	4%	3%	5%	1%	6%	7%	5%	1%	4%	1%
						b		b	b	b		b	
NOW/ NOW Broadband	38	1	34	5	30	30	5	11	8	4	13	7	10
	2%	1%	2%	2%	2%	3%	1%	5%	5%	1%	1%	2%	1%
						b		b	b				
Post Office	21	2	7	3	6	3	6	-	-	8	-	8	-
	1%	2%	1%	1%	1%	1%	1%	-	-	2%	-	2%	-
		b								b		b	
John Lewis	14	3	4	3	4	6	1	1	1	2	1	2	1
	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b											
Shell Energy	13	-	11	-	11	9	2	5	4	3	-	3	-
	1%	-	1%	-	1%	1%	1%	2%	3%	1%	-	1%	-
								b	b	b			

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
Utility Warehouse	12	1	11	3	9	8	4	1	1	3	-	3	-
	1%	1%	1%	1%	1%	1%	*%	*%	1%	1%	-%	1%	-%
KCOM	10	-	9	2	8	1	8	1	-	3	1	4	-
	*%	-%	*%	*%	*%	*%	1%	*%	-%	1%	*%	1%	-%
SSE	7	-	4	-	4	4	-	1	1	1	-	1	-
	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%
The Phone Co-op	4	1	1	1	1	1	1	-	-	1	-	1	-
	*%	1%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%
POP Telecom	2	-	*	-	*	*	-	-	-	1	-	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
Other supplier	42	33	1	34	-	27	7	3	3	18	-	18	-
	2%	33%	*%	11%	-%	2%	1%	1%	2%	6%	-%	4%	-%
		b		b		b				b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2156	517	613	116	57	169	412	31	23	1130	581	1575	581
Effective Weighted Sample	1804	439	550	82	49	157	351	26	22	989	506	1325	479
Total	2237	596	757	93	63	142	372	26	19	1353	514	1643	594
BT	609	114	188	20	**	40	155	**	**	302	195	412	197
	27%	19%	25%	22%	**	28%	42%	**	**	22%	38%	25%	33%
							a				a		a
Sky	556	214	253	24	**	10	22	**	**	467	32	452	104
	25%	36%	33%	26%	**	7%	6%	**	**	35%	6%	28%	18%
										b		b	
Virgin Media	433	161	193	25	**	13	18	**	**	354	31	328	105
	19%	27%	25%	27%	**	9%	5%	**	**	26%	6%	20%	18%
										b			
TalkTalk	196	45	45	12	**	22	50	**	**	90	71	121	75
	9%	7%	6%	13%	**	15%	13%	**	**	7%	14%	7%	13%
				b							a		a
Plusnet	113	10	19	1	**	14	39	**	**	29	53	83	30
	5%	2%	2%	1%	**	10%	10%	**	**	2%	10%	5%	5%
											a		
EE	100	17	14	3	**	12	21	**	**	31	34	82	18
	4%	3%	2%	4%	**	9%	6%	**	**	2%	7%	5%	3%
											a		
Vodafone	67	6	14	1	**	12	21	**	**	20	33	55	12
	3%	1%	2%	1%	**	8%	6%	**	**	1%	6%	3%	2%
											a		
NOW/ NOW Broadband	38	13	4	3	**	5	9	**	**	17	15	35	3
	2%	2%	*%	3%	**	4%	3%	**	**	1%	3%	2%	1%
		b											
Post Office	21	2	5	-	**	2	6	**	**	8	8	6	15
	1%	*%	1%	-%	**	1%	2%	**	**	1%	2%	*%	3%
												a	
John Lewis	14	3	-	-	**	2	3	**	**	3	5	12	2
	1%	*%	-%	-%	**	1%	1%	**	**	*%	1%	1%	*%
Shell Energy	13	1	1	-	**	2	5	**	**	3	6	8	5
	1%	*%	*%	-%	**	1%	1%	**	**	*%	1%	1%	1%
											a		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2156	517	613	116	57	169	412	31	23	1130	581	1575	581
Effective Weighted Sample	1804	439	550	82	49	157	351	26	22	989	506	1325	479
Total	2237	596	757	93	63	142	372	26	19	1353	514	1643	594
Utility Warehouse	12	2	1	1	**	1	5	**	**	3	6	9	3
	1%	*%	*%	1%	**	*%	1%	**	**	*%	1%	1%	1%
KCOM	10	2	3	-	**	-	4	**	**	4	4	7	3
	*%	*%	*%	-%	**	-%	1%	**	**	*%	1%	*%	*%
SSE	7	*	1	-	**	1	3	**	**	1	4	7	1
	*%	*%	*%	-%	**	1%	1%	**	**	*%	1%	*%	*%
The Phone Co-op	4	-	1	-	**	-	1	**	**	1	1	4	1
	*%	-%	*%	-%	**	-%	*%	**	**	*%	*%	*%	*%
POP Telecom	2	1	-	1	**	-	-	**	**	1	-	2	-
	*%	*%	-%	1%	**	-%	-%	**	**	*%	-%	*%	-%
				b									
Other supplier	42	3	15	1	**	7	10	**	**	18	17	21	21
	2%	1%	2%	1%	**	5%	3%	**	**	1%	3%	1%	4%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	933	549	173	296	227	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	874	518	161	258	169	65	552	753	1365	435	119	295	694	812
Total	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
BT	609	298	108	13	88	110	**	154	247	430	175	55	92	202	311
	27%	40%	13%	9%	33%	39%	**	21%	28%	25%	34%	33%	23%	24%	32%
		bc			bc	bc		b		bd	b				ab
Sky	556	52	386	63	25	31	**	223	219	461	93	24	103	239	212
	25%	7%	48%	42%	9%	11%	**	31%	25%	27%	18%	14%	26%	28%	22%
			ade	ade				cef	ef	ef				c	
Virgin Media	433	72	257	64	24	21	**	145	196	353	79	19	75	180	176
	19%	10%	32%	43%	9%	8%	**	20%	22%	21%	15%	11%	19%	21%	18%
			ade	abde				ef	ef						
TalkTalk	196	121	46	3	17	12	**	46	81	133	63	24	22	72	101
	9%	16%	6%	2%	6%	4%	**	6%	9%	8%	12%	15%	6%	8%	10%
		bcde									bd	bd			a
Plusnet	113	87	4	-	17	7	**	38	38	80	33	6	20	41	52
	5%	12%	1%	-%	6%	3%	**	5%	4%	5%	6%	4%	5%	5%	5%
		bcde			bc										
EE	100	25	-	7	55	15	**	40	30	80	20	10	27	35	38
	4%	3%	-%	5%	21%	5%	**	5%	3%	5%	4%	6%	7%	4%	4%
		b		b	abce	b									
Vodafone	67	30	-	-	34	3	**	27	22	52	15	6	14	27	26
	3%	4%	-%	-%	13%	1%	**	4%	2%	3%	3%	3%	4%	3%	3%
		bc			abce										
NOW/ NOW Broadband	38	22	12	-	1	4	**	22	8	33	6	1	18	14	7
	2%	3%	2%	-%	*%	1%	**	3%	1%	2%	1%	*%	4%	2%	1%
								c					bc		
Post Office	21	7	-	-	-	15	**	2	12	14	8	8	2	3	17
	1%	1%	-%	-%	-%	5%	**	*%	1%	1%	1%	5%	*%	*%	2%
						abcd						bcd			b
John Lewis	14	4	-	-	1	9	**	7	3	13	1	1	6	7	1
	1%	*%	-%	-%	1%	3%	**	1%	*%	1%	*%	*%	1%	1%	*%
						ab							c		
Shell Energy	13	11	-	-	-	2	**	4	5	10	4	1	3	4	6
	1%	2%	-%	-%	-%	1%	**	1%	1%	1%	1%	1%	1%	*%	1%
		b													

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	933	549	173	296	227	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	874	518	161	258	169	65	552	753	1365	435	119	295	694	812
Total	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
Utility Warehouse	12 1%	6 1%	- -%	- -%	5 2% b	1 *%	** **	6 1%	4 *%	9 1%	3 1%	1 *%	3 1%	7 1%	3 *%
KCOM	10 *%	9 1% b	- -%	- -%	1 *%	1 *%	** **	1 *%	7 1%	8 *%	2 *%	- -%	1 *%	5 1%	4 *%
SSE	7 *%	4 1%	- -%	- -%	- -%	3 1%	** **	1 *%	5 1%	6 *%	1 *%	- -%	* *%	2 *%	5 *%
The Phone Co-op	4 *%	1 *%	- -%	- -%	- -%	4 1% ab	** **	1 *%	- -%	4 *%	1 *%	- -%	2 1%	1 *%	1 *%
POP Telecom	2 *%	- -%	- -%	- -%	* *%	1 1%	** **	1 *%	- -%	2 *%	- -%	- -%	1 *%	1 *%	- -%
Other supplier	42 2%	- -%	- -%	- -%	1 *%	41 15% abcd	** **	8 1%	15 2%	24 1%	18 3% bd	10 6% bcd	3 1%	14 2%	25 3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
BT	609	317	285	208	151	120	123	487	69	28	**	78	240	224	161	361
	27%	26%	29%	32% bd	24%	28%	25%	27%	30%	20%	**	23%	26%	30%	24%	31% a
Sky	556	293	257	133	189	110	121	421	67	41	**	89	250	184	158	311
	25%	24%	26%	20% a	30%	25%	24%	23%	29%	30%	**	26%	27%	24%	24%	26%
Virgin Media	433	243	186	132	117	89	92	382	25	16	**	77	173	146	140	207
	19%	20%	19%	20%	19%	20%	18%	21% b	11%	12%	**	23%	18%	19%	21%	18%
TalkTalk	196	117	76	51	52	36	55	150	28	12	**	28	86	60	64	97
	9%	10%	8%	8%	8%	8%	11%	8%	12%	9%	**	8%	9%	8%	10%	8%
Plusnet	113	64	48	38	36	15	23	95	13	4	**	14	46	46	28	65
	5%	5%	5%	6%	6%	3%	5%	5%	6%	3%	**	4%	5%	6%	4%	6%
EE	100	60	39	26	30	20	21	75	8	14	**	19	44	24	37	41
	4%	5%	4%	4%	5%	5%	4%	4%	3%	11% ab	**	6%	5%	3%	5%	3%
Vodafone	67	43	24	24	17	18	7	54	7	5	**	7	30	24	24	29
	3%	4%	2%	4%	3%	4%	1%	3%	3%	4%	**	2%	3%	3%	4%	2%
NOW/ NOW Broadband	38	16	22	8	13	9	9	34	3	-	**	3	22	12	11	21
	2%	1%	2%	1%	2%	2%	2%	2%	1%	-%	**	1%	2%	2%	2%	2%
Post Office	21	8	13	4	3	6	10	19	-	2	**	4	6	6	4	7
	1%	1%	1%	1%	*%	1%	2%	1%	-%	2%	**	1%	1%	1%	1%	1%
John Lewis	14	6	7	8	2	4	-	11	2	1	**	-	6	7	5	4
	1%	1%	1%	1%	*%	1%	-%	1%	1%	1%	**	-%	1%	1%	1%	*%
Shell Energy	13	4	9	4	2	-	8	11	2	-	**	5	5	2	9	3
	1%	*%	1%	1%	*%	-%	2%	1%	1%	-%	**	1%	*%	*%	1% b	*%
Utility Warehouse	12	6	6	3	6	-	3	10	-	2	**	*	6	5	6	5
	1%	*%	1%	*%	1%	-%	1%	1%	-%	1%	**	*%	1%	1%	1%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
KCOM	10	5	5	3	3	1	3	9	1	-	**	3	5	2	3	4
	*%	*%	*%	*%	*%	*%	1%	1%	*%	-%	**	1%	*%	*%	*%	*%
SSE	7	4	3	2	1	1	3	4	-	3	**	3	1	2	4	2
	*%	*%	*%	*%	*%	*%	1%	*%	-%	2%	**	1%	*%	*%	1%	*%
										a						
										a						
The Phone Co-op	4	4	-	1	1	-	2	2	-	2	**	2	-	-	-	1
	*%	*%	-%	*%	*%	-%	*%	*%	-%	2%	**	1%	-%	-%	-%	*%
										a						
										a						
POP Telecom	2	1	1	1	-	*	-	1	-	1	**	-	1	1	2	-
	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	**	-%	*%	*%	*%	-%
Other supplier	42	29	13	7	10	9	16	32	4	6	**	8	16	11	17	20
	2%	2%	1%	1%	2%	2%	3%	2%	2%	4%	**	2%	2%	1%	2%	2%
							a									
							a									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
I am currently within my minimum contract period	1448	159	1288	295	1153	857	590	215	165	1058	260	1137	180	797	520	169
	65%	51%	67%	54%	68%	67%	61%	85%	88%	65%	67%	64%	70%	67%	63%	70%
			a		a	b		ab	ab							
My minimum contract period has ended, I am out of contract	393	66	327	111	282	238	155	22	13	293	62	316	39	204	152	31
	18%	21%	17%	20%	17%	19%	16%	9%	7%	18%	16%	18%	15%	17%	18%	13%
						cd	cd									
I don't know whether I am within my minimum contract period or whether it has ended	242	39	204	72	171	123	119	11	7	175	47	195	27	132	89	34
	11%	12%	11%	13%	10%	10%	12%	4%	4%	11%	12%	11%	10%	11%	11%	14%
						cd	cd									
I'm not sure/don't know if I ever had a contract	155	46	109	68	87	55	100	4	2	110	18	117	11	58	70	8
	7%	15%	6%	12%	5%	4%	10%	2%	1%	7%	5%	7%	4%	5%	8%	4%
		b		b			acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
I am currently within my minimum contract period	1448	47	1277	175	1149	777	546	184	145	196	684	259	621
	65%	47%	67%	55%	68%	69%	61%	85%	86%	62%	66%	62%	66%
			a		a	b		ab	ab				
My minimum contract period has ended, I am out of contract	393	22	326	64	284	188	160	15	10	59	190	79	170
	18%	22%	17%	20%	17%	17%	18%	7%	6%	19%	18%	19%	18%
						cd	cd						
I don't know whether I am within my minimum contract period or whether it has ended	242	15	204	47	172	113	106	12	11	32	102	43	91
	11%	15%	11%	15%	10%	10%	12%	6%	6%	10%	10%	10%	10%
							c						
I'm not sure/don't know if I ever had a contract	155	16	104	33	88	43	77	4	2	30	59	38	52
	7%	16%	5%	10%	5%	4%	9%	2%	1%	10%	6%	9%	6%
		b		b			acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2156	517	613	116	57	169	412	31	23	1130	581	1575	581
Effective Weighted Sample	1804	439	550	82	49	157	351	26	22	989	506	1325	479
Total	2237	596	757	93	63	142	372	26	19	1353	514	1643	594
I am currently within my minimum contract period	1448	403	476	79	**	90	245	**	**	879	336	1082	365
	65%	68%	63%	84%	**	63%	66%	**	**	65%	65%	66%	61%
				ab									
My minimum contract period has ended, I am out of contract	393	120	130	5	**	31	56	**	**	250	87	297	96
	18%	20%	17%	5%	**	22%	15%	**	**	18%	17%	18%	16%
		c	c										
I don't know whether I am within my minimum contract period or whether it has ended	242	48	86	6	**	14	45	**	**	134	59	187	56
	11%	8%	11%	7%	**	10%	12%	**	**	10%	11%	11%	9%
I'm not sure/don't know if I ever had a contract	155	24	65	3	**	7	25	**	**	90	33	77	78
	7%	4%	9%	4%	**	5%	7%	**	**	7%	6%	5%	13%
			a										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	933	549	173	296	227	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	874	518	161	258	169	65	552	753	1365	435	119	295	694	812
Total	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
I am currently within my minimum contract period	1448	506	538	98	179	144	**	483	578	1115	332	92	265	533	649
	65%	68%	66%	65%	67%	51%	**	66%	65%	65%	64%	56%	67%	62%	66%
		e	e	e	e										
My minimum contract period has ended, I am out of contract	393	116	152	26	42	58	**	128	174	314	76	15	60	179	151
	18%	16%	19%	17%	16%	21%	**	18%	20%	18%	15%	9%	15%	21%	15%
									f	f				c	
I don't know whether I am within my minimum contract period or whether it has ended	242	82	77	19	30	36	**	84	104	200	40	16	41	106	94
	11%	11%	9%	13%	11%	13%	**	12%	12%	12%	8%	9%	10%	12%	10%
I'm not sure/don't know if I ever had a contract	155	44	46	7	17	43	**	32	35	82	73	42	28	35	92
	7%	6%	6%	5%	6%	15%	**	4%	4%	5%	14%	25%	7%	4%	9%
						abcd					bcd	bcde			b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
I am currently within my minimum contract period	1448	823	611	433	418	289	300	1160	153	84	**	230	613	471	432	785
	65%	67%	61%	66%	66%	66%	61%	64%	67%	62%	**	67%	66%	62%	64%	67%
		b														
My minimum contract period has ended, I am out of contract	393	224	165	130	117	72	73	312	41	26	**	50	156	158	111	202
	18%	18%	17%	20%	18%	16%	15%	17%	18%	19%	**	15%	17%	21%	17%	17%
I don't know whether I am within my minimum contract period or whether it has ended	242	108	130	64	67	46	57	195	21	20	**	42	99	78	79	116
	11%	9%	13%	10%	11%	11%	12%	11%	9%	15%	**	12%	11%	10%	12%	10%
			a													
I'm not sure/don't know if I ever had a contract	155	67	88	26	32	30	66	131	14	6	**	20	67	47	50	74
	7%	5%	9%	4%	5%	7%	13%	7%	6%	4%	**	6%	7%	6%	7%	6%
			a				abc									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1411	137	1274	280	1131	866	545	268	161	996	292	1081	207	818	470	188
Effective Weighted Sample	1174	97	1089	212	967	713	462	204	140	829	261	904	184	683	400	145
Total	1448	159	1288	295	1153	857	590	215	165	1058	260	1137	180	797	520	169
Very certain	1032	113	919	192	840	611	420	169	130	764	185	819	130	581	368	129
	71%	71%	71%	65%	73%	71%	71%	79%	79%	72%	71%	72%	72%	73%	71%	77%
Fairly certain	332	38	294	84	248	199	133	38	29	230	60	251	40	165	125	33
	23%	24%	23%	28%	22%	23%	23%	18%	18%	22%	23%	22%	22%	21%	24%	20%
Not very certain	54	3	51	10	43	36	18	4	3	39	11	43	8	39	12	5
	4%	2%	4%	3%	4%	4%	3%	2%	2%	4%	4%	4%	4%	5%	2%	3%
Don't know	30	5	25	9	21	11	19	3	3	24	4	24	3	12	16	1
	2%	3%	2%	3%	2%	1%	3%	1%	2%	2%	1%	2%	2%	1%	3%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1411	59	1265	198	1126	800	524	226	149	204	533	255	482
Effective Weighted Sample	1174	47	1086	169	966	674	458	180	131	177	471	219	427
Total	1448	47	1277	175	1149	777	546	184	145	196	684	259	621
Very certain	1032	**	912	114	832	547	399	142	116	155	464	182	436
	71%	**	71%	65%	72%	70%	73%	77%	80%	79%	68%	70%	70%
										b			
Fairly certain	332	**	290	50	251	184	117	36	25	38	176	67	147
	23%	**	23%	29%	22%	24%	21%	20%	17%	19%	26%	26%	24%
Not very certain	54	**	51	8	46	33	20	4	2	3	30	8	25
	4%	**	4%	4%	4%	4%	4%	2%	1%	2%	4%	3%	4%
Don't know	30	**	23	3	20	13	9	2	2	-	14	2	12
	2%	**	2%	2%	2%	2%	2%	1%	2%	-%	2%	1%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1411	354	383	95	49	110	276	24	19	737	386	1049	362
Effective Weighted Sample	1174	297	343	67	42	104	233	22	18	640	334	874	300
Total	1448	403	476	79	55	90	245	19	16	879	336	1082	365
Very certain	1032	271	347	**	**	70	189	**	**	618	259	753	278
	71%	67%	73%	**	**	78%	77%	**	**	70%	77%	70%	76%
Fairly certain	332	106	107	**	**	16	41	**	**	213	57	268	64
	23%	26%	22%	**	**	17%	17%	**	**	24% b	17%	25% b	17%
Not very certain	54	22	11	**	**	3	8	**	**	33	11	42	11
	4%	5%	2%	**	**	3%	3%	**	**	4%	3%	4%	3%
Don't know	30	4	11	**	**	2	7	**	**	14	9	18	12
	2%	1%	2%	**	**	2%	3%	**	**	2%	3%	2%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1411	635	364	115	199	115	58	445	569	1072	338	92	258	516	636
Effective Weighted Sample	1174	595	342	106	170	84	43	362	488	889	285	73	204	431	540
Total	1448	506	538	98	179	144	54	483	578	1115	332	92	265	533	649
Very certain	1032	377	368	70	123	105	**	307	434	775	255	**	161	382	488
	71%	75%	68%	72%	69%	73%	**	64%	75%	70%	77%	**	61%	72%	75%
									b		bd			a	a
Fairly certain	332	104	133	22	47	32	**	145	114	276	56	**	90	117	126
	23%	20%	25%	22%	26%	22%	**	30%	20%	25%	17%	**	34%	22%	19%
								ce		e			bc		
Not very certain	54	17	25	4	7	2	**	17	23	41	13	**	10	17	27
	4%	3%	5%	4%	4%	1%	**	3%	4%	4%	4%	**	4%	3%	4%
Don't know	30	8	13	2	2	5	**	14	8	22	8	**	5	17	8
	2%	2%	2%	2%	1%	4%	**	3%	1%	2%	2%	**	2%	3%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1411	783	615	475	390	208	329	1141	140	77	53	220	584	471	443	743
Effective Weighted Sample	1174	646	519	401	336	180	276	950	116	64	45	177	481	403	357	630
Total	1448	823	611	433	418	289	300	1160	153	84	50	230	613	471	432	785
Very certain	1032	608	413	314	285	221	209	824	109	**	**	160	426	341	310	564
	71%	74%	68%	73%	68%	76%	70%	71%	72%	**	**	70%	70%	72%	72%	72%
Fairly certain	332	168	161	99	109	52	71	262	37	**	**	50	156	100	94	183
	23%	20%	26%	23%	26%	18%	24%	23%	25%	**	**	22%	25%	21%	22%	23%
			a													
Not very certain	54	31	22	14	19	7	11	48	4	**	**	6	21	23	20	27
	4%	4%	4%	3%	5%	2%	4%	4%	2%	**	**	3%	3%	5%	5%	3%
Don't know	30	16	15	6	5	9	9	26	2	**	**	13	9	7	7	11
	2%	2%	2%	1%	1%	3%	3%	2%	1%	**	**	6%	1%	2%	2%	1%
												bc				

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	367	57	310	106	261	228	139	34	12	266	68	293	41	202	132	35
Effective Weighted Sample	308	42	268	82	226	187	120	20	9	226	63	249	37	171	115	28
Total	393	66	327	111	282	238	155	22	13	293	62	316	39	204	152	31
Very certain	203	**	178	51	152	116	86	**	**	157	**	169	**	107	85	**
	52%	**	54%	46%	54%	49%	56%	**	**	54%	**	54%	**	53%	56%	**
Fairly certain	138	**	109	42	96	80	58	**	**	104	**	111	**	70	54	**
	35%	**	33%	38%	34%	34%	37%	**	**	35%	**	35%	**	34%	36%	**
Not very certain	41	**	32	15	27	32	9	**	**	24	**	27	**	23	8	**
	10%	**	10%	13%	9%	13%	6%	**	**	8%	**	9%	**	11%	5%	**
Don't know	11	**	9	3	7	9	1	**	**	9	**	9	**	4	5	**
	3%	**	3%	3%	3%	4%	1%	**	**	3%	**	3%	**	2%	3%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	367	26	308	72	262	191	143	26	11	61	145	79	127
Effective Weighted Sample	308	23	267	63	228	164	126	19	10	52	130	68	115
Total	393	22	326	64	284	188	160	15	10	59	190	79	170
Very certain	203	**	180	**	156	108	88	**	**	**	99	**	88
	52%	**	55%	**	55%	57%	55%	**	**	**	52%	**	52%
Fairly certain	138	**	108	**	96	62	52	**	**	**	63	**	57
	35%	**	33%	**	34%	33%	32%	**	**	**	33%	**	33%
Not very certain	41	**	29	**	25	16	14	**	**	**	21	**	21
	10%	**	9%	**	9%	9%	9%	**	**	**	11%	**	12%
Don't know	11	**	9	**	7	2	6	**	**	**	8	**	5
	3%	**	3%	**	3%	1%	4%	**	**	**	4%	**	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	367	103	103	11	1	34	60	2	-	206	94	275	92
Effective Weighted Sample	308	87	94	8	1	30	52	2	-	181	82	231	76
Total	393	120	130	5	1	31	56	3	-	250	87	297	96
Very certain	203	64	67	**	**	**	**	**	**	131	**	152	**
	52%	54%	52%	**	**	**	**	**	**	53%	**	51%	**
Fairly certain	138	36	46	**	**	**	**	**	**	82	**	104	**
	35%	30%	35%	**	**	**	**	**	**	33%	**	35%	**
Not very certain	41	18	10	**	**	**	**	**	**	28	**	34	**
	10%	15%	8%	**	**	**	**	**	**	11%	**	11%	**
Don't know	11	1	6	**	**	**	**	**	**	8	**	8	**
	3%	1%	5%	**	**	**	**	**	**	3%	**	3%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	367	143	101	29	48	48	9	120	162	291	74	12	58	166	141
Effective Weighted Sample	308	132	97	27	43	35	6	96	143	244	62	9	42	143	122
Total	393	116	152	26	42	58	12	128	174	314	76	15	60	179	151
Very certain	203	70	77	**	**	**	**	53	112	167	**	**	**	96	84
	52%	60%	50%	**	**	**	**	41%	64%	53%	**	**	**	54%	56%
								b							
Fairly certain	138	39	50	**	**	**	**	60	44	108	**	**	**	66	46
	35%	33%	33%	**	**	**	**	47%	25%	35%	**	**	**	37%	30%
								c							
Not very certain	41	7	18	**	**	**	**	9	17	30	**	**	**	13	17
	10%	6%	12%	**	**	**	**	7%	10%	10%	**	**	**	7%	11%
Don't know	11	1	8	**	**	**	**	5	1	9	**	**	**	4	3
	3%	1%	5%	**	**	**	**	4%	1%	3%	**	**	**	2%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	367	209	155	131	109	52	73	297	35	24	11	46	144	147	114	190
Effective Weighted Sample	308	177	129	110	96	45	59	246	31	21	9	37	119	128	94	164
Total	393	224	165	130	117	72	73	312	41	26	13	50	156	158	111	202
Very certain	203	113	86	60	66	**	**	157	**	**	**	**	83	82	58	116
	52%	51%	52%	47%	57%	**	**	50%	**	**	**	**	53%	52%	52%	57%
Fairly certain	138	75	62	48	40	**	**	120	**	**	**	**	57	55	36	64
	35%	34%	38%	37%	34%	**	**	38%	**	**	**	**	36%	35%	32%	31%
Not very certain	41	27	15	20	5	**	**	30	**	**	**	**	13	17	11	18
	10%	12%	9%	15%	4%	**	**	10%	**	**	**	**	9%	11%	10%	9%
Don't know	11	9	2	1	6	**	**	5	**	**	**	**	3	3	6	5
	3%	4%	1%	1%	5%	**	**	2%	**	**	**	**	2%	2%	6%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	947	145	802	276	671	524	423	101	53	657	186	725	118	499	344	104
Effective Weighted Sample	795	111	691	218	580	433	362	71	44	556	171	616	109	423	296	85
Total	1003	172	832	303	700	546	458	76	56	714	167	776	105	503	378	97
Within the last 2 years	475	66	409	132	342	301	174	56	**	352	73	380	45	254	171	64
	47%	38%	49%	44%	49%	55%	38%	74%	**	49%	44%	49%	43%	50%	45%	66%
						b		ab								ab
Longer than 2 years ago	456	82	373	136	320	212	243	16	**	321	79	346	54	222	179	27
	45%	48%	45%	45%	46%	39%	53%	21%	**	45%	48%	45%	51%	44%	47%	28%
						c	ac							c	c	
Don't know	73	24	49	34	38	32	41	5	**	42	14	49	6	28	28	6
	7%	14%	6%	11%	5%	6%	9%	6%	**	6%	8%	6%	6%	6%	7%	6%
		b		b												

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	947	54	794	173	675	466	382	84	46	133	360	184	309
Effective Weighted Sample	795	49	686	152	583	397	337	65	40	116	324	159	280
Total	1003	50	818	164	705	467	402	68	48	131	472	195	409
Within the last 2 years	475	**	406	82	344	269	156	**	**	62	229	107	185
	47%	**	50%	50%	49%	58%	39%	**	**	48%	48%	55%	45%
						b							
Longer than 2 years ago	456	**	364	72	318	169	222	**	**	59	215	75	200
	45%	**	44%	44%	45%	36%	55%	**	**	45%	46%	38%	49%
						a							
Don't know	73	**	49	10	42	29	24	**	**	10	28	13	24
	7%	**	6%	6%	6%	6%	6%	**	**	7%	6%	7%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	947	218	275	36	19	68	164	10	6	493	232	691	256
Effective Weighted Sample	795	188	248	27	17	61	144	7	6	436	204	588	207
Total	1003	260	343	30	20	56	149	8	4	603	205	738	265
Within the last 2 years	475	148	144	**	**	**	58	**	**	291	88	380	94
	47%	57%	42%	**	**	**	39%	**	**	48%	43%	52%	36%
		b										b	
Longer than 2 years ago	456	95	179	**	**	**	77	**	**	274	101	312	144
	45%	37%	52%	**	**	**	52%	**	**	45%	49%	42%	54%
			a										a
Don't know	73	18	20	**	**	**	14	**	**	38	16	45	28
	7%	7%	6%	**	**	**	9%	**	**	6%	8%	6%	10%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	947	380	245	72	135	124	52	335	339	726	219	75	203	349	393
Effective Weighted Sample	795	356	233	68	121	96	38	281	297	613	181	60	159	301	334
Total	1003	302	369	62	124	156	56	366	346	769	232	93	214	375	412
Within the last 2 years	475	154	182	**	59	58	**	202	153	385	87	**	131	172	170
	47%	51%	49%	**	48%	37%	**	55%	44%	50%	38%	**	61%	46%	41%
		e						ce		e			bc		
Longer than 2 years ago	456	131	168	**	55	76	**	145	173	337	119	**	69	183	203
	45%	43%	46%	**	44%	49%	**	40%	50%	44%	51%	**	32%	49%	49%
								b			b			a	a
Don't know	73	17	19	**	9	22	**	19	20	47	26	**	14	20	39
	7%	6%	5%	**	8%	14%	**	5%	6%	6%	11%	**	7%	5%	9%
						ab					b				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	947	460	478	289	267	126	251	775	92	53	27	147	395	318	295	473
Effective Weighted Sample	795	387	400	248	233	109	205	648	79	46	22	118	333	272	242	405
Total	1003	501	494	279	282	175	253	819	99	58	27	156	425	332	303	498
Within the last 2 years	475	240	231	135	144	96	97	381	**	**	**	63	212	156	129	235
	47%	48%	47%	48%	51%	55%	38%	47%	**	**	**	40%	50%	47%	42%	47%
Longer than 2 years ago	456	234	219	134	119	67	127	377	**	**	**	82	185	149	151	227
	45%	47%	44%	48%	42%	38%	50%	46%	**	**	**	53%	44%	45%	50%	46%
Don't know	73	27	45	9	19	13	29	60	**	**	**	11	27	27	24	35
	7%	5%	9%	3%	7%	7%	11%	7%	**	**	**	7%	6%	8%	8%	7%
					d	d	a									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	947	145	802	276	671	524	423	101	53	657	186	725	118	499	344	104
Effective Weighted Sample	795	111	691	218	580	433	362	71	44	556	171	616	109	423	296	85
Total	1003	172	832	303	700	546	458	76	56	714	167	776	105	503	378	97
Yes	227	49	178	75	151	144	83	28	**	160	35	171	24	127	68	39
	23%	28%	21%	25%	22%	26% b	18%	36% b	**	22%	21%	22%	23%	25%	18%	40% ab
No	709	106	602	203	505	363	345	42	**	513	118	556	74	343	287	56
	71%	62%	72%	67%	72%	67%	75% ac	55%	**	72%	71%	72%	71%	68%	76% c	57%
Don't know	68	16	51	24	43	39	29	6	**	41	14	49	7	33	23	2
	7%	10%	6%	8%	6%	7%	6%	8%	**	6%	8%	6%	6%	7%	6%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	947	54	794	173	675	466	382	84	46	133	360	184	309
Effective Weighted Sample	795	49	686	152	583	397	337	65	40	116	324	159	280
Total	1003	50	818	164	705	467	402	68	48	131	472	195	409
Yes	227	**	174	37	151	116	71	**	**	25	105	41	89
	23%	**	21%	22%	21%	25%	18%	**	**	19%	22%	21%	22%
No	709	**	594	122	507	319	310	**	**	99	336	141	294
	71%	**	73%	74%	72%	68%	77%	**	**	76%	71%	73%	72%
						a							
Don't know	68	**	51	5	46	31	21	**	**	7	31	12	26
	7%	**	6%	3%	7%	7%	5%	**	**	6%	6%	6%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	947	218	275	36	19	68	164	10	6	493	232	691	256
Effective Weighted Sample	795	188	248	27	17	61	144	7	6	436	204	588	207
Total	1003	260	343	30	20	56	149	8	4	603	205	738	265
Yes	227	71	59	**	**	**	28	**	**	130	43	179	48
	23%	27%	17%	**	**	**	19%	**	**	22%	21%	24%	18%
		b											
No	709	170	265	**	**	**	116	**	**	435	155	505	204
	71%	65%	77%	**	**	**	78%	**	**	72%	76%	68%	77%
		a											
Don't know	68	19	19	**	**	**	4	**	**	38	7	54	13
	7%	7%	5%	**	**	**	3%	**	**	6%	3%	7%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	947	380	245	72	135	124	52	335	339	726	219	75	203	349	393
Effective Weighted Sample	795	356	233	68	121	96	38	281	297	613	181	60	159	301	334
Total	1003	302	369	62	124	156	56	366	346	769	232	93	214	375	412
Yes	227	65	82	**	29	42	**	81	76	181	44	**	60	87	78
	23%	21%	22%	**	24%	27%	**	22%	22%	24%	19%	**	28%	23%	19%
No	709	219	265	**	87	97	**	261	246	530	179	**	135	260	314
	71%	73%	72%	**	70%	62%	**	71%	71%	69%	77%	**	63%	69%	76%
															a
Don't know	68	18	21	**	7	16	**	25	25	58	9	**	19	28	21
	7%	6%	6%	**	6%	11%	**	7%	7%	8%	4%	**	9%	7%	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Significance Level: 99%																
Unweighted total	947	460	478	289	267	126	251	775	92	53	27	147	395	318	295	473
Effective Weighted Sample	795	387	400	248	233	109	205	648	79	46	22	118	333	272	242	405
Total	1003	501	494	279	282	175	253	819	99	58	27	156	425	332	303	498
Yes	227	102	121	69	68	42	46	185	**	**	**	33	95	78	79	102
	23%	20%	24%	25%	24%	24%	18%	23%	**	**	**	21%	22%	23%	26%	20%
No	709	368	336	189	202	121	187	585	**	**	**	111	313	224	198	366
	71%	74%	68%	68%	71%	69%	74%	71%	**	**	**	71%	74%	68%	65%	74%
Don't know	68	30	37	20	12	12	20	49	**	**	**	12	16	30	26	30
	7%	6%	7%	7%	4%	7%	8%	6%	**	**	**	8%	4%	9%	9%	6%
														b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
VERY CERTAIN IN CONTRACT	1032	113	919	192	840	611	420	169	130	764	185	819	130	581	368	129
	46%	36%	48% a	35%	50% a	48%	44%	67% ab	69% ab	47%	48%	46%	51%	49%	44%	54% b
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	658	109	548	205	453	400	258	68	49	464	109	504	69	343	230	76
	29%	35%	28%	38% b	27%	31%	27%	27%	26%	28%	28%	29%	27%	29%	28%	31%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	234	51	183	74	160	87	147	6	5	166	38	178	25	104	100	17
	10%	16% b	10%	14% b	9%	7% c	15% acd	2%	2%	10%	10%	10%	10%	9%	12%	7%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	111	12	100	24	88	59	53	2	2	84	20	94	10	56	48	5
	5%	4%	5%	4%	5%	5% c	5% cd	1%	1%	5%	5%	5%	4%	5%	6%	2%
VERY CERTAIN OUT OF CONTRACT	203	25	178	51	152	116	86	7	2	157	35	169	23	107	85	15
	9%	8%	9%	9%	9%	9% cd	9% cd	3%	1%	10%	9%	10%	9%	9%	10%	6%
SUMMARY																
IN CONTRACT	1689	222	1467	397	1292	1011	678	237	179	1229	294	1323	199	924	598	205
	75%	72%	76%	73%	76%	79% b	70%	94% ab	95% ab	75%	76%	75%	77%	78% b	72%	85% ab
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
OUT OF CONTRACT	314	37	277	74	240	175	139	9	4	241	55	263	33	163	133	20
	14%	12%	14%	14%	14%	14%	14%	3%	2%	15%	14%	15%	13%	14%	16%	8%
						cd	cd								c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
VERY CERTAIN IN CONTRACT	1032	34	912	114	832	547	399	142	116	155	464	182	436
	46%	34%	48%	36%	49%	49%	45%	66%	69%	49%	45%	43%	47%
			a		a			ab	ab				
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	658	32	538	112	457	346	223	63	43	79	316	134	261
	29%	32%	28%	35%	27%	31%	25%	29%	26%	25%	31%	32%	28%
				b		b							
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	234	16	181	38	159	73	123	5	4	38	98	42	93
	10%	16%	9%	12%	9%	7%	14%	2%	2%	12%	9%	10%	10%
						c	acd						
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	111	3	100	14	89	47	56	1	1	14	58	18	54
	5%	3%	5%	4%	5%	4%	6%	1%	1%	4%	6%	4%	6%
						c	cd						
VERY CERTAIN OUT OF CONTRACT	203	16	180	40	156	108	88	6	4	32	99	43	88
	9%	16%	9%	13%	9%	10%	10%	3%	2%	10%	10%	10%	9%
						cd	cd						
SUMMARY													
IN CONTRACT	1689	65	1450	226	1289	893	622	205	160	234	780	316	698
	75%	65%	76%	71%	76%	80%	70%	95%	95%	74%	75%	75%	75%
						b		ab	ab				

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	FIXED BROADBAND - SIMPLE				FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719	
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642	
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933	
OUT OF CONTRACT	314	19	279	54	244	155	144	7	4	46	158	61	142	
	14%	19%	15%	17%	14%	14%	16%	3%	3%	14%	15%	15%	15%	
						cd	cd							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2156	517	613	116	57	169	412	31	23	1130	581	1575	581
Effective Weighted Sample	1804	439	550	82	49	157	351	26	22	989	506	1325	479
Total	2237	596	757	93	63	142	372	26	19	1353	514	1643	594
VERY CERTAIN IN CONTRACT	1032	271	347	61	**	70	189	**	**	618	259	753	278
	46%	46%	46%	66% ab	**	49%	51%	**	**	46%	50%	46%	47%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	658	200	195	26	**	36	86	**	**	395	122	516	142
	29%	34% b	26%	28%	**	25%	23%	**	**	29%	24%	31% b	24%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	234	32	104	4	**	12	45	**	**	135	57	143	91
	10%	5%	14% ac	4%	**	9%	12%	**	**	10%	11%	9%	15% a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	111	28	44	*	**	8	18	**	**	72	26	79	32
	5%	5%	6%	*%	**	5%	5%	**	**	5%	5%	5%	5%
VERY CERTAIN OUT OF CONTRACT	203	64	67	1	**	16	34	**	**	131	50	152	51
	9%	11% c	9% c	2%	**	11%	9%	**	**	10%	10%	9%	9%
SUMMARY													
IN CONTRACT	1689	471	542	87	**	107	275	**	**	1014	381	1270	420
	75%	79% b	72%	94% ab	**	75%	74%	**	**	75%	74%	77% b	71%
OUT OF CONTRACT	314	93	111	2	**	23	52	**	**	203	76	231	83
	14%	16% c	15% c	2%	**	16%	14%	**	**	15%	15%	14%	14%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	933	549	173	296	227	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	874	518	161	258	169	65	552	753	1365	435	119	295	694	812
Total	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
VERY CERTAIN IN CONTRACT	1032	377	368	70	123	105	**	307	434	775	255	69	161	382	488
	46%	50%	45%	47%	46%	37%	**	42%	49%	45%	49%	42%	41%	45%	50%
		e													a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	658	199	244	39	85	97	**	268	224	533	123	41	168	243	244
	29%	27%	30%	26%	32%	35%	**	37%	25%	31%	24%	25%	43%	29%	25%
								cdef		ce			bc		
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	234	72	76	15	27	47	**	58	80	153	81	41	36	75	123
	10%	10%	9%	10%	10%	17%	**	8%	9%	9%	16%	25%	9%	9%	12%
						ab					bcd	bcde			
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	111	31	49	8	12	11	**	40	42	83	29	10	9	57	45
	5%	4%	6%	6%	5%	4%	**	6%	5%	5%	6%	6%	2%	7%	5%
														a	
VERY CERTAIN OUT OF CONTRACT	203	70	77	17	21	20	**	53	112	167	33	3	19	96	84
	9%	9%	9%	12%	8%	7%	**	7%	13%	10%	6%	2%	5%	11%	9%
									bef	f				a	
SUMMARY															
IN CONTRACT	1689	576	612	110	208	202	**	575	657	1308	378	110	329	625	732
	75%	77%	75%	73%	78%	72%	**	79%	74%	76%	73%	67%	84%	73%	74%
								ef		f			bc		
OUT OF CONTRACT	314	101	125	26	33	31	**	93	155	249	62	13	28	153	130
	14%	13%	15%	17%	12%	11%	**	13%	17%	15%	12%	8%	7%	18%	13%
									ef					ac	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
VERY CERTAIN IN CONTRACT	1032	608	413	314	285	221	209	824	109	62	**	160	426	341	310	564
	46%	50%	42%	48%	45%	51%	42%	46%	48%	46%	**	47%	46%	45%	46%	48%
		b														
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	658	328	324	183	195	125	147	534	64	40	**	104	292	209	199	321
	29%	27%	33%	28%	31%	29%	30%	30%	28%	29%	**	31%	31%	28%	30%	27%
			a													
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	234	106	126	57	51	38	82	196	20	13	**	39	93	73	78	117
	10%	9%	13%	9%	8%	9%	16%	11%	9%	10%	**	11%	10%	10%	12%	10%
			a				abc									
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	111	67	45	38	36	12	24	89	15	5	**	12	39	49	26	60
	5%	5%	4%	6%	6%	3%	5%	5%	7%	4%	**	4%	4%	7%	4%	5%
VERY CERTAIN OUT OF CONTRACT	203	113	86	60	66	41	34	157	20	16	**	26	83	82	58	116
	9%	9%	9%	9%	10%	9%	7%	9%	9%	11%	**	8%	9%	11%	9%	10%
SUMMARY																
IN CONTRACT	1689	936	737	497	480	346	356	1358	173	102	**	265	719	550	509	885
	75%	77%	74%	76%	76%	79%	72%	75%	76%	75%	**	77%	77%	73%	76%	75%
OUT OF CONTRACT	314	180	131	98	103	53	58	245	36	21	**	38	122	131	84	176
	14%	15%	13%	15%	16%	12%	12%	14%	16%	15%	**	11%	13%	17%	12%	15%
			a													

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
TOTAL IN CONTRACT	1448	159	1288	295	1153	857	590	215	165	1058	260	1137	180	797	520	169
	65%	51%	67%	54%	68%	67%	61%	85%	88%	65%	67%	64%	70%	67%	63%	70%
			a		a	b		ab	ab							
VERY CERTAIN	1032	113	919	192	840	611	420	169	130	764	185	819	130	581	368	129
	46%	36%	48%	35%	50%	48%	44%	67%	69%	47%	48%	46%	51%	49%	44%	54%
			a		a			ab	ab							b
NOT 'VERY CERTAIN'	416	46	370	103	313	246	170	46	35	293	75	318	50	216	152	39
	19%	15%	19%	19%	18%	19%	18%	18%	19%	18%	19%	18%	19%	18%	18%	16%
TOTAL OUT OF CONTRACT	393	66	327	111	282	238	155	22	13	293	62	316	39	204	152	31
	18%	21%	17%	20%	17%	19%	16%	9%	7%	18%	16%	18%	15%	17%	18%	13%
						cd	cd									
VERY CERTAIN	203	25	178	51	152	116	86	7	2	157	35	169	23	107	85	15
	9%	8%	9%	9%	9%	9%	9%	3%	1%	10%	9%	10%	9%	9%	10%	6%
						cd	cd									
NOT 'VERY CERTAIN'	190	41	150	60	130	122	69	16	11	136	27	147	17	96	67	16
	8%	13%	8%	11%	8%	10%	7%	6%	6%	8%	7%	8%	6%	8%	8%	7%
		b														
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	242	39	204	72	171	123	119	11	7	175	47	195	27	132	89	34
	11%	12%	11%	13%	10%	10%	12%	4%	4%	11%	12%	11%	10%	11%	11%	14%
						cd	cd									
NOT SURE IF EVER HAD A CONTRACT	155	46	109	68	87	55	100	4	2	110	18	117	11	58	70	8
	7%	15%	6%	12%	5%	4%	10%	2%	1%	7%	5%	7%	4%	5%	8%	4%
		b		b			acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
TOTAL IN CONTRACT	1448	47	1277	175	1149	777	546	184	145	196	684	259	621
	65%	47%	67%	55%	68%	69%	61%	85%	86%	62%	66%	62%	66%
			a		a	b		ab	ab				
VERY CERTAIN	1032	34	912	114	832	547	399	142	116	155	464	182	436
	46%	34%	48%	36%	49%	49%	45%	66%	69%	49%	45%	43%	47%
			a		a			ab	ab				
NOT 'VERY CERTAIN'	416	13	364	61	316	230	147	43	29	41	220	77	184
	19%	13%	19%	19%	19%	21%	17%	20%	17%	13%	21%	18%	20%
											a		
TOTAL OUT OF CONTRACT	393	22	326	64	284	188	160	15	10	59	190	79	170
	18%	22%	17%	20%	17%	17%	18%	7%	6%	19%	18%	19%	18%
						cd	cd						
VERY CERTAIN	203	16	180	40	156	108	88	6	4	32	99	43	88
	9%	16%	9%	13%	9%	10%	10%	3%	2%	10%	10%	10%	9%
						cd	cd						
NOT 'VERY CERTAIN'	190	6	146	24	128	80	72	9	6	27	91	36	82
	8%	6%	8%	7%	8%	7%	8%	4%	4%	9%	9%	9%	9%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	242	15	204	47	172	113	106	12	11	32	102	43	91
	11%	15%	11%	15%	10%	10%	12%	6%	6%	10%	10%	10%	10%
							c						
NOT SURE IF EVER HAD A CONTRACT	155	16	104	33	88	43	77	4	2	30	59	38	52
	7%	16%	5%	10%	5%	4%	9%	2%	1%	10%	6%	9%	6%
		b		b			acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 19

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2156	517	613	116	57	169	412	31	23	1130	581	1575	581
Effective Weighted Sample	1804	439	550	82	49	157	351	26	22	989	506	1325	479
Total	2237	596	757	93	63	142	372	26	19	1353	514	1643	594
TOTAL IN CONTRACT	1448	403	476	79	**	90	245	**	**	879	336	1082	365
	65%	68%	63%	84%	**	63%	66%	**	**	65%	65%	66%	61%
VERY CERTAIN	1032	271	347	61	**	70	189	**	**	618	259	753	278
	46%	46%	46%	66%	**	49%	51%	**	**	46%	50%	46%	47%
NOT 'VERY CERTAIN'	416	132	129	17	**	20	57	**	**	261	77	329	87
	19%	22%	17%	18%	**	14%	15%	**	**	19%	15%	20%	15%
				ab								b	
TOTAL OUT OF CONTRACT	393	120	130	5	**	31	56	**	**	250	87	297	96
	18%	20%	17%	5%	**	22%	15%	**	**	18%	17%	18%	16%
		c	c										
VERY CERTAIN	203	64	67	1	**	16	34	**	**	131	50	152	51
	9%	11%	9%	2%	**	11%	9%	**	**	10%	10%	9%	9%
		c	c										
NOT 'VERY CERTAIN'	190	56	63	4	**	15	22	**	**	118	37	145	45
	8%	9%	8%	4%	**	11%	6%	**	**	9%	7%	9%	8%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	242	48	86	6	**	14	45	**	**	134	59	187	56
	11%	8%	11%	7%	**	10%	12%	**	**	10%	11%	11%	9%
NOT SURE IF EVER HAD A CONTRACT	155	24	65	3	**	7	25	**	**	90	33	77	78
	7%	4%	9%	4%	**	5%	7%	**	**	7%	6%	5%	13%
			a										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	933	549	173	296	227	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	874	518	161	258	169	65	552	753	1365	435	119	295	694	812
Total	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
TOTAL IN CONTRACT	1448	506	538	98	179	144	**	483	578	1115	332	92	265	533	649
	65%	68%	66%	65%	67%	51%	**	66%	65%	65%	64%	56%	67%	62%	66%
		e	e	e	e										
VERY CERTAIN	1032	377	368	70	123	105	**	307	434	775	255	69	161	382	488
	46%	50%	45%	47%	46%	37%	**	42%	49%	45%	49%	42%	41%	45%	50%
		e													a
NOT 'VERY CERTAIN'	416	129	170	28	56	39	**	176	145	340	76	23	104	151	161
	19%	17%	21%	18%	21%	14%	**	24%	16%	20%	15%	14%	26%	18%	16%
								cef		e			bc		
TOTAL OUT OF CONTRACT	393	116	152	26	42	58	**	128	174	314	76	15	60	179	151
	18%	16%	19%	17%	16%	21%	**	18%	20%	18%	15%	9%	15%	21%	15%
								f	f	f			c		
VERY CERTAIN	203	70	77	17	21	20	**	53	112	167	33	3	19	96	84
	9%	9%	9%	12%	8%	7%	**	7%	13%	10%	6%	2%	5%	11%	9%
								bef	f	f			a		
NOT 'VERY CERTAIN'	190	47	75	9	22	38	**	75	62	147	43	13	41	83	66
	8%	6%	9%	6%	8%	13%	**	10%	7%	9%	8%	8%	10%	10%	7%
						a									
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	242	82	77	19	30	36	**	84	104	200	40	16	41	106	94
	11%	11%	9%	13%	11%	13%	**	12%	12%	12%	8%	9%	10%	12%	10%
NOT SURE IF EVER HAD A CONTRACT	155	44	46	7	17	43	**	32	35	82	73	42	28	35	92
	7%	6%	6%	5%	6%	15%	**	4%	4%	5%	14%	25%	7%	4%	9%
						abcd					bcd	bcde			b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
TOTAL IN CONTRACT	1448	823	611	433	418	289	300	1160	153	84	**	230	613	471	432	785
	65%	67%	61%	66%	66%	66%	61%	64%	67%	62%	**	67%	66%	62%	64%	67%
		b														
VERY CERTAIN	1032	608	413	314	285	221	209	824	109	62	**	160	426	341	310	564
	46%	50%	42%	48%	45%	51%	42%	46%	48%	46%	**	47%	46%	45%	46%	48%
		b														
NOT 'VERY CERTAIN'	416	215	198	119	133	68	91	336	43	22	**	70	186	130	122	221
	19%	18%	20%	18%	21%	16%	18%	19%	19%	16%	**	20%	20%	17%	18%	19%
TOTAL OUT OF CONTRACT	393	224	165	130	117	72	73	312	41	26	**	50	156	158	111	202
	18%	18%	17%	20%	18%	16%	15%	17%	18%	19%	**	15%	17%	21%	17%	17%
VERY CERTAIN	203	113	86	60	66	41	34	157	20	16	**	26	83	82	58	116
	9%	9%	9%	9%	10%	9%	7%	9%	9%	11%	**	8%	9%	11%	9%	10%
NOT 'VERY CERTAIN'	190	111	79	70	51	31	38	156	21	11	**	24	73	76	53	87
	8%	9%	8%	11%	8%	7%	8%	9%	9%	8%	**	7%	8%	10%	8%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	242	108	130	64	67	46	57	195	21	20	**	42	99	78	79	116
	11%	9%	13%	10%	11%	11%	12%	11%	9%	15%	**	12%	11%	10%	12%	10%
			a													
NOT SURE IF EVER HAD A CONTRACT	155	67	88	26	32	30	66	131	14	6	**	20	67	47	50	74
	7%	5%	9%	4%	5%	7%	13%	7%	6%	4%	**	6%	7%	6%	7%	6%
			a				abc									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3062	170	1791	405	1556	1135	826	272	168	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2573	127	1540	322	1338	950	709	204	146	2119	472	2272	311	1608	967	416
Total	3051	192	1830	415	1607	1138	884	215	170	2594	457	2748	303	1868	1182	494
EE	635	47	374	92	329	223	198	41	34	552	83	584	51	360	275	100
	21%	24%	20%	22%	20%	20%	22%	19%	20%	21%	18%	21%	17%	19%	23% a	20%
O2	523	34	323	71	286	187	171	29	22	523	-	523	-	253	270	52
	17%	18%	18%	17%	18%	16%	19%	13%	13%	20% b	-%	19% b	-%	14%	23% ac	11%
Vodafone	443	29	275	62	241	179	125	34	31	396	47	420	23	221	222	49
	15%	15%	15%	15%	15%	16%	14%	16%	18%	15% b	10%	15% b	7%	12%	19% ac	10%
'3' / Three	304	14	163	40	138	109	69	25	18	304	-	304	-	212	92	54
	10%	8%	9%	10%	9%	10%	8%	11%	11%	12% b	-%	11% b	-%	11% b	8%	11%
Tesco Mobile	227	13	158	35	137	104	67	16	13	227	-	227	-	130	96	34
	7%	7%	9%	8%	9%	9%	8%	8%	8%	9% b	-%	8% b	-%	7%	8%	7%
GiffGaff	195	13	98	23	87	71	40	20	16	195	-	195	-	132	63	34
	6%	7%	5%	6%	5%	6%	5%	9% b	9%	8% b	-%	7% b	-%	7%	5%	7%
Virgin Media	179	11	119	21	110	69	62	13	9	79	99	107	72	118	61	24
	6%	6%	7%	5%	7%	6%	7%	6%	5%	3%	22% a	4%	24% a	6%	5%	5%
Sky	159	3	109	14	98	65	47	15	13	41	117	77	81	132	26	35
	5%	2%	6%	3%	6%	6%	5%	7%	8%	2%	26% a	3%	27% a	7% b	2%	7% b
BT	115	7	79	18	68	35	51	4	1	37	78	58	58	91	25	28
	4%	4%	4%	4%	4%	3%	6% acd	2%	1%	1%	17% a	2%	19% a	5% b	2%	6% b
iD Mobile	67	7	36	10	33	29	14	6	4	67	-	67	-	56	11	13
	2%	4%	2%	2%	2%	3%	2%	3%	2%	3% b	-%	2% b	-%	3% b	1%	3%
Smarty	38	1	21	2	20	13	9	2	2	38	-	38	-	31	7	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1% b	-%	1%	-%	2%	1%	3% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3062	170	1791	405	1556	1135	826	272	168	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2573	127	1540	322	1338	950	709	204	146	2119	472	2272	311	1608	967	416
Total	3051	192	1830	415	1607	1138	884	215	170	2594	457	2748	303	1868	1182	494
Plusnet	31 1%	4 2%	18 1%	11 3% b	11 1%	15 1%	7 1%	2 1%	1 *%	17 1%	14 3% a	22 1%	9 3% a	23 1%	7 1%	5 1%
TalkTalk	30 1%	- -%	13 1%	6 1%	8 *%	7 1%	7 1%	2 1%	2 1%	17 1%	13 3% a	24 1%	6 2%	18 1%	12 1%	9 2%
Asda Mobile	25 1%	3 1%	10 1%	3 1%	10 1%	9 1%	4 *%	1 *%	- -%	25 1%	- -%	25 1%	- -%	23 1% b	2 *%	10 2% b
Lebara	22 1%	2 1%	10 1%	3 1%	8 1%	7 1%	5 1%	3 1%	3 2%	22 1%	- -%	22 1%	- -%	19 1%	3 *%	10 2% b
Lycamobile	12 *%	* *%	2 *%	* *%	2 *%	2 *%	1 *%	2 1%	1 1%	12 *%	- -%	12 *%	- -%	10 1%	2 *%	6 1% b
Talkmobile	12 *%	1 1%	7 *%	2 *%	6 *%	4 *%	4 *%	- -%	- -%	12 *%	- -%	12 *%	- -%	11 1%	1 *%	5 1% b
Utility Warehouse	8 *%	1 1%	5 *%	3 1%	4 *%	5 *%	1 *%	* *%	- -%	2 *%	6 1% a	5 *%	3 1% a	5 *%	3 *%	- -%
POP Telecom	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%
Other supplier	25 1%	- -%	9 *%	- -%	9 1%	5 *%	4 *%	1 *%	1 *%	25 1%	- -%	25 1%	- -%	23 1% b	2 *%	8 2% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3062	389	1961	662	1688	1356	994	350	215	420	905	526	799
Effective Weighted Sample	2573	321	1678	554	1447	1141	846	279	185	368	778	453	692
Total	3051	292	1944	530	1706	1256	980	274	196	406	1085	519	972
EE	635	62	402	113	351	234	229	53	39	97	209	110	195
	21%	21%	21%	21%	21%	19%	23%	19%	20%	24%	19%	21%	20%
						a							
O2	523	52	339	87	304	212	179	46	37	78	206	94	190
	17%	18%	17%	16%	18%	17%	18%	17%	19%	19%	19%	18%	20%
Vodafone	443	43	297	84	256	187	153	36	25	68	169	79	159
	15%	15%	15%	16%	15%	15%	16%	13%	13%	17%	16%	15%	16%
'3' / Three	304	44	178	67	155	136	85	33	21	28	108	37	98
	10%	15%	9%	13%	9%	11%	9%	12%	11%	7%	10%	7%	10%
		b											
Tesco Mobile	227	16	161	35	142	107	70	20	15	38	75	50	63
	7%	6%	8%	7%	8%	8%	7%	7%	7%	9%	7%	10%	6%
GiffGaff	195	24	100	37	88	79	46	18	12	17	43	21	39
	6%	8%	5%	7%	5%	6%	5%	7%	6%	4%	4%	4%	4%
Virgin Media	179	11	133	28	116	74	71	16	10	22	86	32	76
	6%	4%	7%	5%	7%	6%	7%	6%	5%	5%	8%	6%	8%
Sky	159	5	121	18	109	78	48	17	15	-	106	27	79
	5%	2%	6%	3%	6%	6%	5%	6%	8%	-%	10%	5%	8%
			a		a						a		
BT	115	4	76	16	64	35	45	5	2	26	25	29	22
	4%	1%	4%	3%	4%	3%	5%	2%	1%	6%	2%	6%	2%
										b		b	
iD Mobile	67	8	36	11	33	35	9	8	5	13	14	15	13
	2%	3%	2%	2%	2%	3%	1%	3%	3%	3%	1%	3%	1%
						b		b					
Smarty	38	7	22	8	22	18	11	4	4	6	14	6	14
	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%
Plusnet	31	3	20	10	13	18	5	3	3	2	1	3	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3062	389	1961	662	1688	1356	994	350	215	420	905	526	799
Effective Weighted Sample	2573	321	1678	554	1447	1141	846	279	185	368	778	453	692
Total	3051	292	1944	530	1706	1256	980	274	196	406	1085	519	972
TalkTalk	30	*	11	2	9	8	3	3	2	*	6	2	4
	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	*%	*%
Asda Mobile	25	3	11	3	11	8	6	3	-	3	7	3	7
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%
Lebara	22	2	10	3	8	6	6	4	4	1	6	3	4
	1%	1%	1%	1%	*%	*%	1%	1%	2%	*%	1%	1%	*%
Lycamobile	12	2	2	2	2	3	1	3	1	1	1	1	1
	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%
Talkmobile	12	1	9	2	8	6	3	-	-	1	5	2	4
	*%	*%	*%	*%	*%	1%	*%	-%	-%	*%	*%	*%	*%
Utility Warehouse	8	-	6	3	4	6	1	-	-	2	-	2	-
	*%	-%	*%	1%	*%	*%	*%	-%	-%	1%	-%	*%	-%
POP Telecom	1	1	-	1	-	1	-	-	-	-	-	-	-
	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%
Other supplier	25	3	9	3	9	5	7	3	1	2	4	2	4
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3062	624	701	158	73	211	512	41	28	1325	723	2351	711
Effective Weighted Sample	2573	521	613	116	60	189	441	34	26	1134	628	1971	602
Total	3051	678	813	135	77	174	460	31	21	1491	634	2339	711
EE	635	121	184	19	**	31	107	**	**	306	138	503	132
	21%	18%	23%	14%	**	18%	23%	**	**	21%	22%	21%	19%
O2	523	117	167	24	**	24	76	**	**	284	100	392	131
	17%	17%	21%	18%	**	14%	17%	**	**	19%	16%	17%	18%
Vodafone	443	101	137	22	**	31	60	**	**	237	91	342	101
	15%	15%	17%	16%	**	18%	13%	**	**	16%	14%	15%	14%
'3' / Three	304	59	76	11	**	22	45	**	**	135	67	244	61
	10%	9%	9%	8%	**	13%	10%	**	**	9%	11%	10%	9%
Tesco Mobile	227	59	54	14	**	17	39	**	**	113	56	155	72
	7%	9%	7%	10%	**	10%	8%	**	**	8%	9%	7%	10% a
GiffGaff	195	30	30	6	**	12	34	**	**	60	46	160	35
	6%	4%	4%	4%	**	7%	7%	**	**	4%	7% a	7%	5%
Virgin Media	179	64	45	10	**	10	17	**	**	108	27	130	48
	6%	9% b	6%	8%	**	6%	4%	**	**	7% b	4%	6%	7%
Sky	159	50	56	6	**	4	9	**	**	106	13	128	30
	5%	7%	7%	5%	**	2%	2%	**	**	7% b	2%	5%	4%
BT	115	26	25	10	**	6	22	**	**	51	28	87	29
	4%	4%	3%	7%	**	4%	5%	**	**	3%	4%	4%	4%
iD Mobile	67	12	16	1	**	5	12	**	**	27	17	45	22
	2%	2%	2%	1%	**	3%	3%	**	**	2%	3%	2%	3%
Smarty	38	13	8	2	**	3	4	**	**	21	6	32	6
	1%	2%	1%	1%	**	1%	1%	**	**	1%	1%	1%	1%
Plusnet	31	2	1	1	**	3	12	**	**	3	15	25	6
	1%	*%	*%	1%	**	2%	3%	**	**	*%	2% a	1%	1%
TalkTalk	30	4	2	2	**	1	7	**	**	6	7	24	6
	1%	1%	*%	1%	**	*%	1%	**	**	*%	1%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3062	624	701	158	73	211	512	41	28	1325	723	2351	711
Effective Weighted Sample	2573	521	613	116	60	189	441	34	26	1134	628	1971	602
Total	3051	678	813	135	77	174	460	31	21	1491	634	2339	711
Asda Mobile	25	7	3	2	**	1	3	**	**	10	4	16	9
	1%	1%	*%	2%	**	1%	1%	**	**	1%	1%	1%	1%
Lebara	22	5	2	1	**	1	3	**	**	7	4	15	6
	1%	1%	*%	1%	**	1%	1%	**	**	*%	1%	1%	1%
Lycamobile	12	2	-	2	**	*	*	**	**	2	1	11	1
	*%	*%	-%	2% b	**	*%	*%	**	**	*%	*%	*%	*%
Talkmobile	12	4	2	1	**	-	5	**	**	6	5	9	3
	*%	1%	*%	1%	**	-%	1%	**	**	*%	1%	*%	*%
Utility Warehouse	8	1	1	-	**	-	3	**	**	2	3	6	2
	*%	*%	*%	-%	**	-%	1%	**	**	*%	*%	*%	*%
POP Telecom	1	-	-	-	**	-	-	**	**	-	-	1	-
	*%	-%	-%	-%	**	-%	-%	**	**	-%	-%	*%	-%
Other supplier	25	2	4	1	**	3	4	**	**	6	7	14	11
	1%	*%	1%	1%	**	2%	1%	**	**	*%	1%	1%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3062	866	520	173	488	1037	349	1140	1056	2545	513	129	927	1124	1007
Effective Weighted Sample	2573	812	491	161	416	852	290	937	908	2133	436	104	758	949	861
Total	3051	695	772	150	404	1051	341	1152	1050	2543	503	136	895	1134	1017
EE	635	141	171	7	98	219	88	245	209	541	94	32	211	238	186
	21%	20%	22%	5%	24%	21%	26%	21%	20%	21%	19%	24%	24%	21%	18%
		c	c		c	c							c		
O2	523	139	179	-	27	179	40	227	173	440	82	22	152	191	178
	17%	20%	23%	-%	7%	17%	12%	20%	16%	17%	16%	16%	17%	17%	18%
		cd	cde		c	cd		a		a					
Vodafone	443	86	155	-	60	142	37	166	158	361	81	19	110	170	162
	15%	12%	20%	-%	15%	14%	11%	14%	15%	14%	16%	14%	12%	15%	16%
		c	ace		c	c									
'3' / Three	304	70	93	-	15	127	39	124	100	262	41	11	94	129	81
	10%	10%	12%	-%	4%	12%	11%	11%	9%	10%	8%	8%	11%	11%	8%
		cd	cd			cd								c	
Tesco Mobile	227	88	68	-	7	64	18	61	89	168	58	15	48	71	108
	7%	13%	9%	-%	2%	6%	5%	5%	8%	7%	12%	11%	5%	6%	11%
		cde	cd			cd			b		abd	b			ab
GiffGaff	195	58	40	-	3	95	36	80	64	180	16	-	81	80	35
	6%	8%	5%	-%	1%	9%	10%	7%	6%	7%	3%	-%	9%	7%	3%
		cd	cd			bcd	cef	ef	f	ef			c	c	
Virgin Media	179	25	13	64	37	41	10	51	78	139	40	6	34	63	81
	6%	4%	2%	43%	9%	4%	3%	4%	7%	5%	8%	5%	4%	6%	8%
				abde	abe				ab		ab				a
Sky	159	31	3	63	57	26	10	66	60	136	22	7	39	73	47
	5%	4%	*%	42%	14%	3%	3%	6%	6%	5%	4%	5%	4%	6%	5%
		b		abde	abe	b									
BT	115	3	3	13	65	31	16	27	45	88	27	8	31	28	57
	4%	*%	*%	9%	16%	3%	5%	2%	4%	3%	5%	6%	3%	2%	6%
				abe	abe	ab					b				b
iD Mobile	67	22	14	-	*	31	10	21	18	50	16	6	14	25	26
	2%	3%	2%	-%	*%	3%	3%	2%	2%	2%	3%	4%	2%	2%	3%
		d	d			d									
Smarty	38	8	13	-	2	15	5	19	14	38	-	-	15	18	5
	1%	1%	2%	-%	*%	1%	1%	2%	1%	1%	-%	-%	2%	2%	*%
							e	e	e	e					

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3062	866	520	173	488	1037	349	1140	1056	2545	513	129	927	1124	1007
Effective Weighted Sample	2573	812	491	161	416	852	290	937	908	2133	436	104	758	949	861
Total	3051	695	772	150	404	1051	341	1152	1050	2543	503	136	895	1134	1017
Plusnet	31 1%	5 1%	1 *%	- -%	14 3% abe	11 1%	3 1%	11 1%	10 1%	24 1%	6 1%	1 1%	10 1%	7 1%	14 1%
TalkTalk	30 1%	1 *%	1 *%	3 2% ab	10 2% ab	16 1% ab	5 1%	15 1%	6 1%	26 1%	4 1%	3 2%	12 1%	10 1%	8 1%
Asda Mobile	25 1%	4 1%	5 1%	- -%	1 *%	13 1%	4 1%	11 1%	9 1%	24 1%	1 *%	- -%	7 1%	10 1%	8 1%
Lebara	22 1%	5 1%	6 1%	- -%	- -%	11 1%	3 1%	9 1%	5 *%	17 1%	5 1%	2 1%	7 1%	9 1%	6 1%
Lycamobile	12 *%	2 *%	1 *%	- -%	- -%	10 1%	5 2% c	6 1%	* *%	12 *%	1 *%	- -%	10 1% bc	2 *%	1 *%
Talkmobile	12 *%	3 *%	4 *%	- -%	2 *%	4 *%	- -%	5 *%	5 1%	10 *%	2 *%	- -%	3 *%	4 *%	5 *%
Utility Warehouse	8 *%	1 *%	- -%	- -%	6 1% abe	1 *%	1 *%	1 *%	2 *%	5 *%	3 1%	2 1%	2 *%	3 *%	3 *%
POP Telecom	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%
Other supplier	25 1%	5 1%	3 *%	- -%	1 *%	16 1%	10 3% bcd	5 *%	6 1%	21 1%	4 1%	3 2% b	15 2% b	3 *%	7 1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3062	1546	1480	920	885	474	749	2521	285	163	93	538	1189	1051	1009	1491
Effective Weighted Sample	2573	1293	1251	785	753	413	642	2108	244	142	78	441	995	901	844	1250
Total	3051	1583	1436	837	870	632	678	2490	296	170	93	543	1211	1026	994	1488
EE	635	310	320	203	177	129	122	535	45	47	**	103	246	226	187	343
	21%	20%	22%	24% d	20%	20%	18%	21%	15%	28% b	**	19%	20%	22%	19%	23%
O2	523	234	284	130	159	95	132	425	55	8	**	93	215	179	167	276
	17%	15%	20% a	16%	18%	15%	20%	17% c	19% c	5%	**	17%	18%	17%	17%	19%
Vodafone	443	236	202	129	126	104	79	345	62	18	**	76	171	167	128	229
	15%	15%	14%	15%	15%	16%	12%	14%	21% ac	11%	**	14%	14%	16%	13%	15%
‘3’/ Three	304	160	141	72	92	64	71	240	26	32	**	55	113	104	99	142
	10%	10%	10%	9%	11%	10%	10%	10%	9%	19% ab	**	10%	9%	10%	10%	10%
Tesco Mobile	227	124	102	46	52	56	68	175	21	21	**	42	112	55	91	98
	7%	8%	7%	5%	6%	9%	10% ab	7%	7%	12%	**	8%	9% c	5%	9%	7%
GiffGaff	195	97	96	46	55	37	55	169	19	6	**	46	58	68	71	75
	6%	6%	7%	6%	6%	6%	8%	7%	7%	3%	**	8% b	5%	7%	7%	5%
Virgin Media	179	105	71	46	59	31	40	157	12	5	**	37	67	55	60	82
	6%	7%	5%	5%	7%	5%	6%	6%	4%	3%	**	7%	6%	5%	6%	6%
Sky	159	92	67	43	41	40	36	120	21	15	**	24	67	56	41	84
	5%	6%	5%	5%	5%	6%	5%	5%	7%	9%	**	4%	6%	5%	4%	6%
BT	115	76	39	43	24	26	22	91	14	5	**	17	51	39	46	52
	4%	5% b	3%	5%	3%	4%	3%	4%	5%	3%	**	3%	4%	4%	5%	3%
iD Mobile	67	31	34	20	13	16	16	55	8	4	**	15	22	20	26	26
	2%	2%	2%	2%	2%	3%	2%	2%	3%	3%	**	3%	2%	2%	3%	2%
Smarty	38	16	21	9	19	6	3	32	3	3	**	7	21	7	16	15
	1%	1%	1%	1%	2% d	1%	1%	1%	1%	2%	**	1%	2%	1%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3062	1546	1480	920	885	474	749	2521	285	163	93	538	1189	1051	1009	1491
Effective Weighted Sample	2573	1293	1251	785	753	413	642	2108	244	142	78	441	995	901	844	1250
Total	3051	1583	1436	837	870	632	678	2490	296	170	93	543	1211	1026	994	1488
Plusnet	31	20	11	12	8	4	7	27	2	2	**	2	16	12	12	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	*%	1%	1%	1%	1%
TalkTalk	30	18	10	9	9	9	3	25	4	1	**	4	11	13	8	15
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	**	1%	1%	1%	1%	1%
Asda Mobile	25	17	7	7	8	3	6	22	2	1	**	3	13	2	8	8
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	*%	1%	1%
Lebara	22	17	5	7	5	4	4	21	-	1	**	3	12	5	8	6
	1%	1%	*%	1%	1%	1%	1%	1%	-%	*%	**	1%	1%	*%	1%	*%
Lycamobile	12	8	5	5	6	1	1	12	-	-	**	5	2	4	8	3
	*%	*%	*%	1%	1%	*%	*%	*%	-%	-%	**	1%	*%	*%	1%	*%
Talkmobile	12	5	7	3	5	-	4	9	-	2	**	2	3	3	4	7
	*%	*%	*%	*%	1%	-%	1%	*%	-%	1%	**	*%	*%	*%	*%	*%
Utility Warehouse	8	4	3	1	6	-	1	8	-	-	**	2	2	3	6	1
	*%	*%	*%	*%	1%	-%	*%	*%	-%	-%	**	*%	*%	*%	1%	*%
POP Telecom	1	1	-	-	-	1	-	-	1	-	**	1	-	-	1	-
	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%	**	*%	-%	-%	*%	-%
									a							
Other supplier	25	13	11	6	7	6	7	24	*	-	**	7	8	7	5	12
	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%	**	1%	1%	1%	*%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2602	127	1867	365	1629	1157	837	269	171	1847	503	2018	332	1467	883	333
Effective Weighted Sample	2203	113	1608	319	1403	986	733	206	151	1546	455	1695	300	1238	751	269
Total	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
Sky	636 26%	23 20%	513 27%	68 20%	468 28% a	329 29%	207 24%	45 21%	35 21%	490 27% b	88 21%	508 26%	70 25%	340 25%	238 27%	75 26%
Virgin Media	564 23%	14 13%	408 22%	41 12%	381 23% a	211 18%	212 24% ac	32 15%	27 16%	408 23%	101 24%	436 22%	73 26%	305 23%	204 23%	59 20%
BT	530 22%	1 1%	476 25% a	77 23%	400 24%	171 15%	306 35% acd	42 20%	30 17%	413 23%	79 19%	439 22%	53 19%	278 21%	214 24%	52 18%
TalkTalk	227 9%	4 4%	177 9%	25 7%	156 9%	121 11% b	60 7%	22 11%	19 11%	187 10% b	14 3%	193 10% b	8 3%	113 8%	88 10%	26 9%
Plusnet	130 5%	14 13% b	104 5%	32 9% b	87 5%	98 9% b	21 2%	19 9% b	18 11% b	104 6%	18 4%	113 6%	9 3%	90 7% b	32 4%	17 6%
EE	105 4%	6 6%	76 4%	23 7% b	59 3%	60 5% b	22 3%	11 5%	5 3%	23 1%	72 17% a	53 3%	42 15% a	59 4%	36 4%	22 8% b
Vodafone	87 4%	2 2%	59 3%	14 4%	47 3%	54 5% b	7 1%	15 7% b	14 9% b	37 2%	43 10% a	59 3%	21 7% a	54 4%	26 3%	10 3%
NOW/ NOW Broadband	42 2%	1 1%	34 2%	6 2%	30 2%	30 3% b	6 1%	13 6% ab	9 5% b	37 2% b	2 *%	38 2%	1 *%	26 2%	13 1%	6 2%
Shell Energy	18 1%	3 3% b	12 1%	3 1%	12 1%	13 1%	2 *%	6 3% b	5 3% b	15 1%	* *%	15 1%	* *%	8 1%	7 1%	2 1%
KCOM	18 1%	2 2%	10 1%	3 1%	8 1%	2 *%	10 1% a	* *%	- -%	16 1%	2 *%	17 1%	1 *%	11 1%	6 1%	4 1%
Utility Warehouse	15 1%	1 1%	11 1%	3 1%	10 1%	9 1%	3 *%	1 1%	1 1%	9 *%	6 1%	11 1%	3 1%	9 1%	5 1%	2 1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2602	127	1867	365	1629	1157	837	269	171	1847	503	2018	332	1467	883	333
Effective Weighted Sample	2203	113	1608	319	1403	986	733	206	151	1546	455	1695	300	1238	751	269
Total	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
SSE	10	5	4	5	4	6	2	2	1	8	-	8	-	7	1	3
	*%	4%	*%	1%	*%	1%	*%	1%	1%	*%	-%	*%	-%	*%	*%	1%
		b		b												
John Lewis	9	2	4	2	4	5	1	2	1	7	1	8	-	8	-	4
	*%	2%	*%	1%	*%	*%	*%	1%	1%	*%	*%	*%	-%	1%	-%	2%
		b														b
Post Office	9	-	7	1	6	5	1	-	-	6	-	6	-	3	3	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	-%
POP Telecom	3	*	-	*	-	*	-	*	-	2	1	2	1	2	-	2
	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	1%
The Phone Co-op	1	-	1	-	1	1	-	-	-	1	-	1	-	1	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%
Other supplier	59	35	1	35	-	25	11	3	3	47	1	47	1	34	14	4
	2%	31%	*%	10%	-%	2%	1%	1%	2%	3%	*%	2%	*%	3%	2%	1%
		b		b						b						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	379	938	488	829
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	344	807	430	718
Total	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003
Sky	636	58	578	109	527	367	269	52	38	5	514	52	467
	26%	14%	28%	17%	29%	26%	25%	17%	17%	1%	46%	11%	47%
			a		a	cd	c				a		a
Virgin Media	564	113	451	147	417	248	316	58	42	49	363	67	345
	23%	27%	22%	22%	23%	18%	29%	18%	19%	14%	32%	14%	34%
		b					acd				a		a
BT	530	48	482	124	406	271	259	59	37	140	139	163	115
	22%	12%	23%	19%	23%	20%	24%	19%	17%	40%	12%	35%	11%
			a				a			b		b	
TalkTalk	227	45	183	66	161	129	98	31	21	36	58	49	45
	9%	11%	9%	10%	9%	9%	9%	10%	10%	10%	5%	11%	4%
										b		b	
Plusnet	130	24	105	41	89	105	24	29	25	27	8	31	4
	5%	6%	5%	6%	5%	8%	2%	9%	11%	8%	1%	7%	1%
						b		b	b	b		b	
EE	105	10	95	33	73	67	38	19	9	25	13	26	12
	4%	2%	5%	5%	4%	5%	4%	6%	4%	7%	1%	6%	1%
										b		b	
Vodafone	87	14	73	33	54	68	19	21	14	24	1	24	1
	4%	3%	4%	5%	3%	5%	2%	6%	6%	7%	1%	5%	1%
						b		b	b	b		b	
NOW/ NOW Broadband	42	6	37	11	31	36	6	12	10	1	16	5	12
	2%	1%	2%	2%	2%	3%	1%	4%	5%	1%	1%	1%	1%
						b		b	b				
Shell Energy	18	7	11	7	11	14	4	8	6	5	*	5	*
	1%	2%	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%
								b	b	b		b	
KCOM	18	8	9	10	8	6	11	1	*	7	1	8	-
	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		b		b						b		b	
Utility Warehouse	15	3	12	6	9	11	4	3	2	4	*	4	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
										b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	379	938	488	829
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	344	807	430	718
Total	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003
SSE	10	6	4	6	4	7	3	3	2	4	*	4	*
	%	2%	%	1%	%	%	%	1%	1%	1%	%	1%	%
		b		b						b			
John Lewis	9	5	4	5	4	8	1	5	2	3	1	3	-
	%	1%	%	1%	%	1%	%	2%	1%	1%	%	1%	-%
		b						b					
Post Office	9	2	7	3	6	2	7	-	-	1	-	1	-
	%	%	%	%	%	%	1%	-%	-%	%	-%	%	-%
POP Telecom	3	3	-	3	-	3	-	3	1	1	1	1	1
	%	1%	-%	%	-%	%	-%	1%	%	%	%	%	%
		b		b				b					
The Phone Co-op	1	-	1	-	1	1	-	-	-	-	-	-	-
	%	-%	%	-%	%	%	-%	-%	-%	-%	-%	-%	-%
Other supplier	59	59	-	59	-	45	14	13	8	17	2	19	1
	2%	14%	-%	9%	-%	3%	1%	4%	4%	5%	%	4%	%
		b		b		b		b	b	b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2602	616	701	151	73	201	469	40	27	1317	670	1990	612
Effective Weighted Sample	2203	515	616	112	61	186	441	36	25	1131	627	1675	531
Total	2463	664	803	121	73	159	383	29	21	1467	541	1908	555
Sky	636	237	282	30	**	12	32	**	**	519	44	528	108
	26%	36%	35%	25%	**	7%	8%	**	**	35% b	8%	28% b	19%
Virgin Media	564	190	222	30	**	21	29	**	**	412	50	442	122
	23%	29%	28%	25%	**	13%	8%	**	**	28% b	9%	23%	22%
BT	530	111	168	23	**	40	121	**	**	279	161	385	145
	22%	17%	21%	19%	**	25%	32%	**	**	19%	30% a	20%	26% a
TalkTalk	227	48	46	14	**	22	53	**	**	94	75	155	72
	9%	7%	6%	11%	**	14%	14%	**	**	6%	14% a	8%	13% a
Plusnet	130	15	21	1	**	16	47	**	**	36	63	99	31
	5%	2%	3%	1%	**	10%	12%	**	**	2%	12% a	5%	6%
EE	105	20	18	8	**	13	24	**	**	38	37	86	19
	4%	3%	2%	6% b	**	8%	6%	**	**	3%	7% a	5%	3%
Vodafone	87	10	14	5	**	13	27	**	**	25	40	74	13
	4%	2%	2%	4%	**	8%	7%	**	**	2%	7% a	4%	2%
NOW/ NOW Broadband	42	14	4	2	**	7	11	**	**	17	18	38	4
	2%	2% b	*%	2%	**	5%	3%	**	**	1%	3% a	2%	1%
Shell Energy	18	2	4	*	**	2	6	**	**	5	9	11	7
	1%	*%	*%	*%	**	2%	2%	**	**	*%	2% a	1%	1%
KCOM	18	3	5	-	**	-	7	**	**	8	7	13	5
	1%	*%	1%	-%	**	-%	2%	**	**	1%	1%	1%	1%
Utility Warehouse	15	4	1	2	**	1	5	**	**	5	6	13	2
	1%	1%	*%	2% b	**	*%	1%	**	**	*%	1%	1%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2602	616	701	151	73	201	469	40	27	1317	670	1990	612
Effective Weighted Sample	2203	515	616	112	61	186	441	36	25	1131	627	1675	531
Total	2463	664	803	121	73	159	383	29	21	1467	541	1908	555
SSE	10	2	3	1	**	2	1	**	**	4	3	9	1
	%	%	%	1%	**	1%	%	**	**	%	%	%	%
John Lewis	9	3	-	-	**	*	3	**	**	3	3	8	1
	%	1%	-%	-%	**	%	1%	**	**	%	1%	%	%
Post Office	9	-	1	-	**	1	3	**	**	1	4	4	5
	%	-%	%	-%	**	1%	1%	**	**	%	1%	%	1% a
POP Telecom	3	2	-	2	**	-	-	**	**	2	-	3	-
	%	%	-%	2% b	**	-%	-%	**	**	%	-%	%	-%
The Phone Co-op	1	-	-	-	**	-	1	**	**	-	1	-	1
	%	-%	-%	-%	**	-%	%	**	**	-%	%	-%	%
Other supplier	59	5	14	3	**	9	13	**	**	19	22	39	20
	2%	1%	2%	2%	**	6%	3%	**	**	1%	4% a	2%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2602	933	549	173	478	491	138	957	990	2085	510	131	612	997	986
Effective Weighted Sample	2203	874	518	161	417	414	114	781	856	1747	452	115	493	840	865
Total	2463	749	813	150	381	393	112	921	952	1985	471	121	539	966	951
Sky	636	52	386	63	80	55	25	270	241	536	99	26	141	272	222
	26%	7%	48%	42%	21%	14%	22%	29%	25%	27%	21%	21%	26%	28%	23%
Virgin Media	564	72	257	64	66	110	33	207	233	473	87	19	128	238	195
	23%	10%	32%	43%	17%	28%	30%	22%	24%	24%	19%	16%	24%	25%	20%
BT	530	298	108	13	74	45	28	153	215	396	133	28	99	172	258
	22%	40%	13%	9%	19%	11%	25%	17%	23%	20%	28%	23%	18%	18%	27%
TalkTalk	227	121	46	3	18	43	6	70	92	169	58	16	41	83	102
	9%	16%	6%	2%	5%	11%	5%	8%	10%	9%	12%	14%	8%	9%	11%
Plusnet	130	87	4	-	18	23	1	56	42	98	31	5	25	54	51
	5%	12%	1%	-%	5%	6%	1%	6%	4%	5%	7%	4%	5%	6%	5%
EE	105	25	-	7	67	10	5	47	35	87	19	10	26	42	38
	4%	3%	-%	5%	17%	2%	5%	5%	4%	4%	4%	8%	5%	4%	4%
Vodafone	87	30	-	-	44	13	4	44	26	74	13	4	24	36	26
	4%	4%	-%	-%	12%	3%	3%	5%	3%	4%	3%	3%	5%	4%	3%
NOW/ NOW Broadband	42	22	12	-	4	5	3	23	9	36	6	1	19	15	8
	2%	3%	2%	-%	1%	1%	3%	3%	1%	2%	1%	1%	4%	2%	1%
Shell Energy	18	11	-	-	*	6	-	5	7	12	5	2	4	4	9
	1%	2%	-%	-%	1%	2%	-%	1%	1%	1%	1%	2%	1%	1%	1%
KCOM	18	9	-	-	2	8	-	6	8	14	4	2	3	9	6
	1%	1%	-%	-%	1%	2%	-%	1%	1%	1%	1%	2%	1%	1%	1%
Utility Warehouse	15	6	-	-	6	3	2	7	3	12	4	2	5	7	4
	1%	1%	-%	-%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2602	933	549	173	478	491	138	957	990	2085	510	131	612	997	986
Effective Weighted Sample	2203	874	518	161	417	414	114	781	856	1747	452	115	493	840	865
Total	2463	749	813	150	381	393	112	921	952	1985	471	121	539	966	951
SSE	10	4	-	-	*	6	*	4	5	9	1	-	3	5	2
	*%	1%	-%	-%	*%	2%	*%	*%	1%	*%	*%	-%	1%	1%	*%
						bd									
John Lewis	9	4	-	-	1	5	-	5	3	8	1	1	2	5	1
	*%	*%	-%	-%	*%	1%	-%	1%	*%	*%	*%	1%	*%	1%	*%
Post Office	9	7	-	-	-	2	-	2	7	9	-	-	2	1	6
	*%	1%	-%	-%	-%	*%	-%	*%	1%	*%	-%	-%	*%	*%	1%
POP Telecom	3	-	-	-	1	2	-	3	-	3	-	-	2	1	-
	*%	-%	-%	-%	*%	1%	-%	*%	-%	*%	-%	-%	*%	*%	-%
The Phone Co-op	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%
Other supplier	59	-	-	-	2	57	4	18	26	48	10	5	15	21	22
	2%	-%	-%	-%	1%	14%	4%	2%	3%	2%	2%	4%	3%	2%	2%
						abcd									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1360	1216	783	762	404	630	2143	233	140	86	421	1048	889	781	1374
Effective Weighted Sample	2203	1144	1039	681	655	351	553	1809	197	125	73	353	881	762	657	1168
Total	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
Sky	636	326	303	149	209	135	139	496	73	41	**	101	291	200	181	354
	26%	25%	27%	22%	29%	26%	27%	25%	31%	30%	**	26%	28%	24%	25%	27%
Virgin Media				a												
	564	310	246	149	157	132	119	495	35	21	**	99	228	191	170	287
	23%	23%	22%	22%	22%	26%	23%	25%	14%	16%	**	25%	22%	23%	24%	22%
BT				b												
	530	279	249	183	135	111	96	414	64	25	**	72	205	202	129	324
	22%	21%	22%	27%	19%	21%	18%	21%	27%	18%	**	19%	20%	24%	18%	24%
TalkTalk				bd											a	
	227	132	94	55	63	47	61	179	28	15	**	35	103	64	73	111
	9%	10%	8%	8%	9%	9%	12%	9%	12%	11%	**	9%	10%	8%	10%	8%
Plusnet				c												
	130	73	54	43	47	13	27	109	15	4	**	17	52	49	32	73
	5%	6%	5%	6%	6%	2%	5%	5%	6%	3%	**	4%	5%	6%	4%	5%
EE				c												
	105	64	40	25	30	27	22	85	6	11	**	21	43	31	34	45
	4%	5%	4%	4%	4%	5%	4%	4%	2%	8%	**	5%	4%	4%	5%	3%
Vodafone				b												
	87	51	36	27	25	23	10	68	9	9	**	11	37	31	33	39
	4%	4%	3%	4%	4%	5%	2%	3%	4%	6%	**	3%	4%	4%	5%	3%
NOW/ NOW Broadband																
	42	20	22	9	16	8	9	35	4	2	**	5	21	15	11	26
	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	**	1%	2%	2%	2%	2%
Shell Energy																
	18	7	11	6	2	1	9	17	1	-	**	5	6	6	11	6
	1%	1%	1%	1%	*%	*%	2%	1%	*%	-%	**	1%	1%	1%	1%	*%
KCOM				b												
	18	8	10	4	4	6	3	17	1	-	**	7	6	3	5	9
	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%	**	2%	1%	*%	1%	1%
Utility Warehouse				c												
	15	7	8	3	8	*	3	13	-	3	**	1	6	6	8	5
	1%	1%	1%	*%	1%	*%	1%	1%	-%	2%	**	*%	1%	1%	1%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1360	1216	783	762	404	630	2143	233	140	86	421	1048	889	781	1374
Effective Weighted Sample	2203	1144	1039	681	655	351	553	1809	197	125	73	353	881	762	657	1168
Total	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
SSE	10	6	4	5	1	2	2	6	1	3	**	2	4	4	4	2
	*%	*%	*%	1%	*%	*%	*%	*%	*%	2%	**	*%	*%	*%	1%	*%
										a						
John Lewis	9	5	3	6	1	2	-	9	-	-	**	-	5	2	3	4
	*%	*%	*%	1%	*%	*%	-%	*%	-%	-%	**	-%	*%	*%	*%	*%
Post Office	9	3	6	1	3	4	1	9	-	-	**	1	3	5	2	5
	*%	*%	1%	*%	*%	1%	*%	*%	-%	-%	**	*%	*%	1%	*%	*%
POP Telecom	3	3	-	3	-	-	-	3	-	-	**	-	1	1	1	-
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**	-%	*%	*%	*%	-%
The Phone Co-op	1	1	-	1	-	-	-	1	-	-	**	-	-	-	-	1
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**	-%	-%	-%	-%	*%
Other supplier	59	29	30	16	19	6	18	52	3	3	**	12	15	24	16	32
	2%	2%	3%	2%	3%	1%	3%	3%	1%	2%	**	3%	1%	3%	2%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2602	127	1867	365	1629	1157	837	269	171	1847	503	2018	332	1467	883	333
Effective Weighted Sample	2203	113	1608	319	1403	986	733	206	151	1546	455	1695	300	1238	751	269
Total	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
I am currently within my minimum contract period	1691	65	1315	202	1179	798	583	188	155	1230	306	1324	212	932	604	213
	69%	57%	69%	60%	71%	70%	67%	88%	91%	68%	72%	68%	75%	69%	68%	73%
			a		a			ab	ab				a			
My minimum contract period has ended, I am out of contract	403	28	318	75	271	204	142	17	9	307	65	333	39	227	145	37
	16%	25%	17%	22%	16%	18%	16%	8%	5%	17%	15%	17%	14%	17%	16%	13%
				b		cd	cd									
I don't know whether I am within my minimum contract period or whether it has ended	264	9	191	36	164	108	92	7	6	193	45	213	25	145	94	31
	11%	8%	10%	11%	10%	10%	11%	3%	3%	11%	11%	11%	9%	11%	11%	11%
						cd	cd									
I'm not sure/don't know if I ever had a contract	106	12	73	26	58	31	53	1	1	79	11	83	7	44	45	9
	4%	10%	4%	8%	3%	3%	6%	1%	1%	4%	3%	4%	2%	3%	5%	3%
		b		b			acd									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	379	938	488	829
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	344	807	430	718
Total	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003
I am currently within my minimum contract period	1691	264	1427	424	1267	986	705	263	188	242	763	318	687
	69%	64%	70%	64%	70%	71%	66%	83%	86%	69%	68%	69%	68%
					a	b		ab	ab				
My minimum contract period has ended, I am out of contract	403	68	335	115	288	233	170	28	13	56	200	80	176
	16%	17%	16%	17%	16%	17%	16%	9%	6%	16%	18%	17%	18%
						cd	cd						
I don't know whether I am within my minimum contract period or whether it has ended	264	55	209	85	179	137	127	20	14	38	108	46	99
	11%	13%	10%	13%	10%	10%	12%	6%	7%	11%	10%	10%	10%
							c						
I'm not sure/don't know if I ever had a contract	106	24	81	39	66	33	72	6	3	14	47	20	41
	4%	6%	4%	6%	4%	2%	7%	2%	2%	4%	4%	4%	4%
				b			acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2602	616	701	151	73	201	469	40	27	1317	670	1990	612
Effective Weighted Sample	2203	515	616	112	61	186	441	36	25	1131	627	1675	531
Total	2463	664	803	121	73	159	383	29	21	1467	541	1908	555
I am currently within my minimum contract period	1691	468	537	102	**	105	272	**	**	1005	377	1319	372
	69%	71%	67%	85%	**	66%	71%	**	**	68%	70%	69%	67%
				ab									
My minimum contract period has ended, I am out of contract	403	121	135	8	**	32	53	**	**	256	85	323	80
	16%	18%	17%	7%	**	20%	14%	**	**	17%	16%	17%	14%
		c	c										
I don't know whether I am within my minimum contract period or whether it has ended	264	57	89	7	**	16	41	**	**	145	57	201	63
	11%	9%	11%	6%	**	10%	11%	**	**	10%	11%	11%	11%
I'm not sure/don't know if I ever had a contract	106	18	43	3	**	5	17	**	**	61	22	65	40
	4%	3%	5%	2%	**	3%	5%	**	**	4%	4%	3%	7%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2602	933	549	173	478	491	138	957	990	2085	510	131	612	997	986
Effective Weighted Sample	2203	874	518	161	417	414	114	781	856	1747	452	115	493	840	865
Total	2463	749	813	150	381	393	112	921	952	1985	471	121	539	966	951
I am currently within my minimum contract period	1691	525	554	103	272	254	69	644	642	1355	333	82	392	628	669
	69%	70%	68%	68%	72%	65%	62%	70%	67%	68%	71%	68%	73% b	65%	70%
My minimum contract period has ended, I am out of contract	403	112	152	25	54	61	11	146	180	337	65	8	61	201	139
	16%	15%	19%	17%	14%	15%	10%	16% f	19% af	17% f	14%	7%	11%	21% ac	15%
I don't know whether I am within my minimum contract period or whether it has ended	264	82	72	18	41	54	20	100	100	220	42	17	61	104	97
	11%	11%	9%	12%	11%	14%	18% ce	11%	10%	11%	9%	14%	11%	11%	10%
I'm not sure/don't know if I ever had a contract	106	29	35	5	13	24	11	32	31	73	31	13	25	33	46
	4%	4%	4%	3%	3%	6%	10% bcd	3%	3%	4%	7% bcd	11% bcd	5%	3%	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1360	1216	783	762	404	630	2143	233	140	86	421	1048	889	781	1374
Effective Weighted Sample	2203	1144	1039	681	655	351	553	1809	197	125	73	353	881	762	657	1168
Total	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
I am currently within my minimum contract period	1691	931	744	474	500	366	338	1379	166	87	**	274	715	551	481	928
	69%	70%	67%	69%	69%	71%	65%	69%	70%	63%	**	70%	70%	66%	67%	70%
My minimum contract period has ended, I am out of contract	403	235	166	126	130	71	74	321	40	28	**	47	164	158	109	223
	16%	18%	15%	18%	18%	14%	14%	16%	17%	20%	**	12%	16%	19%	15%	17%
														a		
I don't know whether I am within my minimum contract period or whether it has ended	264	119	140	63	71	60	65	221	19	18	**	51	105	90	91	126
	11%	9%	13%	9%	10%	12%	13%	11%	8%	13%	**	13%	10%	11%	13%	10%
			a													
I'm not sure/don't know if I ever had a contract	106	39	67	21	19	20	43	86	13	5	**	17	42	34	33	47
	4%	3%	6%	3%	3%	4%	8%	4%	5%	3%	**	4%	4%	4%	5%	4%
			a				abc									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1790	74	1301	217	1158	812	563	228	154	1264	361	1374	251	1025	600	248
Effective Weighted Sample	1512	65	1117	187	995	689	493	177	136	1053	324	1149	225	861	509	198
Total	1691	65	1315	202	1179	798	583	188	155	1230	306	1324	212	932	604	213
Very certain	1249	**	999	131	916	607	439	160	132	913	235	985	164	704	444	162
	74%	**	76%	65%	78%	76%	75%	85%	85%	74%	77%	74%	77%	76%	74%	76%
					a			ab	b							
Fairly certain	388	**	278	64	231	169	126	26	22	276	66	297	45	205	137	47
	23%	**	21%	32%	20%	21%	22%	14%	14%	22%	21%	22%	21%	22%	23%	22%
				b												
Not very certain	35	**	25	5	20	15	11	1	1	25	4	27	2	16	13	5
	2%	**	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	2%
Don't know	18	**	14	2	12	7	6	-	-	15	1	15	1	7	10	-
	1%	**	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	2%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1790	339	1451	521	1269	1064	726	327	207	261	645	332	574
Effective Weighted Sample	1512	282	1239	436	1086	893	619	264	178	238	550	293	492
Total	1691	264	1427	424	1267	986	705	263	188	242	763	318	687
Very certain	1249	176	1073	277	972	733	516	209	155	197	559	240	517
	74%	67%	75%	65%	77%	74%	73%	79%	82%	82%	73%	75%	75%
			a		a				b		b		
Fairly certain	388	76	312	128	260	225	163	48	29	42	181	74	149
	23%	29%	22%	30%	21%	23%	23%	18%	16%	18%	24%	23%	22%
			b		b								
Not very certain	35	9	26	14	21	18	17	5	4	-	13	2	11
	2%	3%	2%	3%	2%	2%	2%	2%	2%	-%	2%	*%	2%
Don't know	18	3	15	5	13	9	9	1	-	2	10	2	10
	1%	1%	1%	1%	1%	1%	1%	*%	-%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1790	433	473	123	59	134	334	30	21	906	468	1379	411
Effective Weighted Sample	1512	360	415	92	50	125	312	27	20	775	437	1156	359
Total	1691	468	537	102	63	105	272	23	17	1005	377	1319	372
Very certain	1249	338	419	81	**	80	215	**	**	757	295	956	294
	74%	72%	78%	79%	**	77%	79%	**	**	75%	78%	72%	79% a
Fairly certain	388	114	109	19	**	21	48	**	**	223	69	319	69
	23%	24%	20%	18%	**	20%	18%	**	**	22%	18%	24%	19%
Not very certain	35	10	3	1	**	2	7	**	**	13	9	29	6
	2%	2%	1%	1%	**	1%	3%	**	**	1%	2%	2%	2%
Don't know	18	6	6	1	**	2	2	**	**	12	4	15	3
	1%	1%	1%	1%	**	2%	1%	**	**	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1790	655	374	120	342	316	85	662	675	1422	365	95	434	649	704
Effective Weighted Sample	1512	614	352	111	295	267	69	540	580	1186	326	87	349	544	617
Total	1691	525	554	103	272	254	69	644	642	1355	333	82	392	628	669
Very certain	1249	407	406	85	193	171	**	441	492	977	271	**	259	457	532
	74%	78%	73%	83%	71%	67%	**	69%	77%	72%	81%	**	66%	73%	80%
		e		de					b		bd				ab
Fairly certain	388	102	130	16	73	72	**	177	128	329	58	**	121	140	126
	23%	19%	23%	16%	27%	28%	**	27%	20%	24%	17%	**	31%	22%	19%
				a	a	ac		ce		e			bc		
Not very certain	35	11	12	*	4	8	**	17	14	31	4	**	8	18	10
	2%	2%	2%	*%	1%	3%	**	3%	2%	2%	1%	**	2%	3%	1%
Don't know	18	5	7	1	3	2	**	9	7	18	1	**	4	13	1
	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	*%	**	1%	2%	*%
														c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1790	962	811	544	532	286	414	1472	162	90	66	293	736	595	532	959
Effective Weighted Sample	1512	806	693	473	459	248	362	1241	136	80	57	247	618	506	451	811
Total	1691	931	744	474	500	366	338	1379	166	87	58	274	715	551	481	928
Very certain	1249	704	534	357	353	274	258	1021	120	**	**	192	513	425	356	698
	74%	76%	72%	75%	71%	75%	76%	74%	72%	**	**	70%	72%	77%	74%	75%
Fairly certain	388	195	190	100	130	79	74	310	43	**	**	72	181	107	108	210
	23%	21%	26%	21%	26%	22%	22%	22%	26%	**	**	26%	25%	19%	22%	23%
Not very certain	35	23	11	12	10	9	4	31	3	**	**	6	14	13	16	12
	2%	3%	2%	3%	2%	2%	1%	2%	2%	**	**	2%	2%	2%	3% b	1%
Don't know	18	9	9	4	7	4	2	16	-	**	**	5	7	6	1	8
	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	**	2%	1%	1%	*%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	419	31	304	81	254	205	130	29	10	301	80	336	45	243	138	43
Effective Weighted Sample	352	27	261	71	219	174	115	22	9	253	73	282	41	204	118	35
Total	403	28	318	75	271	204	142	17	9	307	65	333	39	227	145	37
Very certain	234	**	186	**	158	124	83	**	**	180	**	197	**	133	88	**
	58%	**	58%	**	58%	61%	58%	**	**	59%	**	59%	**	58%	61%	**
Fairly certain	138	**	108	**	93	61	53	**	**	102	**	109	**	75	48	**
	34%	**	34%	**	34%	30%	37%	**	**	33%	**	33%	**	33%	33%	**
Not very certain	26	**	21	**	17	15	7	**	**	21	**	24	**	16	8	**
	7%	**	7%	**	6%	8%	5%	**	**	7%	**	7%	**	7%	6%	**
Don't know	5	**	3	**	3	3	-	**	**	4	**	4	**	3	*	**
	1%	**	1%	**	1%	2%	-%	**	**	1%	**	1%	**	1%	-%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	419	91	328	145	274	255	164	42	15	64	162	88	138
Effective Weighted Sample	352	78	280	122	235	213	140	34	13	56	142	75	123
Total	403	68	335	115	288	233	170	28	13	56	200	80	176
Very certain	234	**	197	67	167	133	100	**	**	**	117	**	99
	58%	**	59%	58%	58%	57%	59%	**	**	**	58%	**	56%
Fairly certain	138	**	112	40	98	85	53	**	**	**	64	**	57
	34%	**	33%	35%	34%	37%	31%	**	**	**	32%	**	33%
Not very certain	26	**	23	6	20	15	12	**	**	**	16	**	16
	7%	**	7%	6%	7%	6%	7%	**	**	**	8%	**	9%
Don't know	5	**	3	1	3	-	5	**	**	**	3	**	3
	1%	**	1%	1%	1%	-%	3%	**	**	**	2%	**	2%

a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	~b
Unweighted total	419	112	114	17	5	41	62	5	3	226	103	330	89
Effective Weighted Sample	352	92	102	13	5	38	59	5	3	194	97	276	78
Total	403	121	135	8	4	32	53	3	2	256	85	323	80
Very certain	234	75	78	**	**	**	**	**	**	153	53	181	**
	58%	62%	58%	**	**	**	**	**	**	60%	63%	56%	**
Fairly certain	138	37	45	**	**	**	**	**	**	82	29	116	**
	34%	30%	34%	**	**	**	**	**	**	32%	34%	36%	**
Not very certain	26	9	9	**	**	**	**	**	**	18	3	23	**
	7%	8%	6%	**	**	**	**	**	**	7%	3%	7%	**
Don't know	5	-	3	**	**	**	**	**	**	3	*	3	**
	1%	-%	2%	**	**	**	**	**	**	1%	1%	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	419	139	102	29	71	81	15	157	178	350	68	9	77	206	135
Effective Weighted Sample	352	129	97	26	64	68	13	124	156	292	59	7	61	171	120
Total	403	112	152	25	54	61	11	146	180	337	65	8	61	201	139
Very certain	234	68	86	**	**	**	**	70	124	197	**	**	**	119	89
	58%	60%	57%	**	**	**	**	48%	69%	58%	**	**	**	59%	64%
								b							
Fairly certain	138	41	50	**	**	**	**	63	45	116	**	**	**	69	38
	34%	36%	33%	**	**	**	**	43%	25%	34%	**	**	**	34%	28%
								c							
Not very certain	26	4	13	**	**	**	**	10	11	21	**	**	**	11	11
	7%	3%	8%	**	**	**	**	7%	6%	6%	**	**	**	6%	8%
Don't know	5	-	3	**	**	**	**	3	-	3	**	**	**	2	1
	1%	-%	2%	**	**	**	**	2%	-%	1%	**	**	**	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	419	237	180	141	132	56	88	342	39	26	12	50	163	162	124	226
Effective Weighted Sample	352	199	152	119	112	48	79	285	34	24	10	42	136	140	103	192
Total	403	235	166	126	130	71	74	321	40	28	13	47	164	158	109	223
Very certain	234	134	98	69	73	**	**	180	**	**	**	**	100	87	71	130
	58%	57%	59%	54%	56%	**	**	56%	**	**	**	**	61%	55%	65%	58%
Fairly certain	138	80	58	44	49	**	**	121	**	**	**	**	55	55	31	75
	34%	34%	35%	35%	38%	**	**	38%	**	**	**	**	34%	35%	29%	34%
Not very certain	26	17	9	12	7	**	**	18	**	**	**	**	8	13	7	14
	7%	7%	6%	9%	5%	**	**	6%	**	**	**	**	5%	8%	7%	6%
Don't know	5	4	*	2	2	**	**	1	**	**	**	**	1	4	-	4
	1%	2%	*%	1%	1%	**	**	*%	**	**	**	**	1%	2%	-%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted total	1038	52	696	170	578	410	338	66	37	728	182	793	117	549	361	124
Effective Weighted Sample	878	47	599	149	497	346	298	48	32	610	165	668	105	462	307	101
Total	980	45	712	160	598	410	348	44	34	715	151	772	95	512	355	106
Within the last 2 years	496	**	357	81	294	228	146	**	**	356	89	389	56	270	176	72
	51%	**	50%	50%	49%	56%	42%	**	**	50%	59%	50%	60%	53%	49%	68%
						b										ab
Longer than 2 years ago	412	**	305	70	259	155	174	**	**	311	54	330	36	215	150	30
	42%	**	43%	44%	43%	38%	50%	**	**	44%	36%	43%	38%	42%	42%	28%
						a								c	c	
Don't know	72	**	50	9	45	26	28	**	**	48	8	53	3	27	29	4
	7%	**	7%	6%	8%	6%	8%	**	**	7%	5%	7%	3%	5%	8%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1038	249	789	381	657	565	473	129	67	126	368	176	318
Effective Weighted Sample	878	211	674	324	560	477	401	104	58	115	318	155	276
Total	980	198	782	319	661	523	457	93	56	117	441	170	387
Within the last 2 years	496	99	396	165	330	296	199	69	**	58	215	95	179
	51%	50%	51%	52%	50%	57%	44%	74%	**	50%	49%	55%	46%
						b		ab					
Longer than 2 years ago	412	82	330	130	282	194	218	21	**	48	194	64	179
	42%	41%	42%	41%	43%	37%	48%	22%	**	42%	44%	37%	46%
						c	ac						
Don't know	72	17	56	24	49	32	40	3	**	10	32	12	30
	7%	9%	7%	7%	7%	6%	9%	4%	**	8%	7%	7%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1038	235	259	50	25	75	165	11	7	494	240	805	233
Effective Weighted Sample	878	197	229	38	21	70	156	10	7	426	226	681	198
Total	980	251	307	37	22	59	133	7	4	558	193	771	209
Within the last 2 years	496	147	126	**	**	**	71	**	**	273	103	406	90
	51%	59%	41%	**	**	**	54%	**	**	49%	54%	53%	43%
		b										b	
Longer than 2 years ago	412	91	152	**	**	**	54	**	**	243	81	314	98
	42%	36%	50%	**	**	**	41%	**	**	43%	42%	41%	47%
			a										
Don't know	72	13	29	**	**	**	7	**	**	42	9	51	22
	7%	5%	9%	**	**	**	6%	**	**	8%	5%	7%	10%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1038	343	215	54	200	234	82	429	350	861	173	47	301	395	338
Effective Weighted Sample	878	320	204	50	177	199	69	355	301	723	151	40	245	334	297
Total	980	273	321	47	157	189	65	410	336	811	165	49	256	389	330
Within the last 2 years	496	142	149	**	90	93	**	223	153	416	77	**	150	191	152
	51%	52%	47%	**	57%	49%	**	54%	46%	51%	47%	**	59%	49%	46%
													c		
Longer than 2 years ago	412	114	146	**	58	79	**	161	154	333	77	**	89	173	149
	42%	42%	46%	**	37%	42%	**	39%	46%	41%	47%	**	35%	44%	45%
														a	
Don't know	72	18	25	**	10	17	**	26	29	61	10	**	17	26	29
	7%	7%	8%	**	6%	9%	**	6%	9%	8%	6%	**	6%	7%	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1038	492	535	288	311	158	267	862	93	52	31	191	419	339	311	528
Effective Weighted Sample	878	413	458	252	262	136	233	725	80	47	26	158	354	290	261	446
Total	980	486	485	259	294	194	220	806	93	52	30	169	414	321	288	496
Within the last 2 years	496	245	248	137	155	100	101	397	**	**	**	82	216	156	149	255
	51%	50%	51%	53%	53%	52%	46%	49%	**	**	**	48%	52%	49%	52%	51%
Longer than 2 years ago	412	211	199	109	118	79	100	345	**	**	**	73	178	139	120	211
	42%	43%	41%	42%	40%	41%	46%	43%	**	**	**	43%	43%	43%	42%	42%
Don't know	72	31	38	13	21	15	19	65	**	**	**	14	19	26	19	31
	7%	6%	8%	5%	7%	8%	9%	8%	**	**	**	8%	5%	8%	7%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted total	1038	52	696	170	578	410	338	66	37	728	182	793	117	549	361	124
Effective Weighted Sample	878	47	599	149	497	346	298	48	32	610	165	668	105	462	307	101
Total	980	45	712	160	598	410	348	44	34	715	151	772	95	512	355	106
Yes	269	**	173	40	146	106	79	**	**	196	35	211	21	151	80	44
	27%	**	24%	25%	24%	26%	23%	**	**	27%	23%	27%	22%	30%	23%	42% ab
No	635	**	482	110	404	267	247	**	**	465	101	500	65	322	243	56
	65%	**	68%	69%	67%	65%	71%	**	**	65%	67%	65%	69%	63%	69% c	53%
Don't know	76	**	57	10	48	37	21	**	**	55	15	61	8	38	31	6
	8%	**	8%	6%	8%	9%	6%	**	**	8%	10%	8%	9%	7%	9%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1038	249	789	381	657	565	473	129	67	126	368	176	318
Effective Weighted Sample	878	211	674	324	560	477	401	104	58	115	318	155	276
Total	980	198	782	319	661	523	457	93	56	117	441	170	387
Yes	269	71	197	99	170	175	94	45	**	29	106	40	95
	27%	36%	25%	31%	26%	33%	21%	48%	**	25%	24%	23%	25%
		b				b		ab					
No	635	114	521	199	436	303	331	38	**	79	292	114	257
	65%	57%	67%	62%	66%	58%	72%	41%	**	68%	66%	67%	66%
			a			c	ac						
Don't know	76	13	64	21	55	45	32	10	**	8	43	16	35
	8%	6%	8%	7%	8%	9%	7%	11%	**	7%	10%	10%	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1038	235	259	50	25	75	165	11	7	494	240	805	233
Effective Weighted Sample	878	197	229	38	21	70	156	10	7	426	226	681	198
Total	980	251	307	37	22	59	133	7	4	558	193	771	209
Yes	269	69	66	**	**	**	33	**	**	135	50	225	44
	27%	28%	21%	**	**	**	25%	**	**	24%	26%	29%	21%
No	635	158	213	**	**	**	95	**	**	371	135	486	149
	65%	63%	70%	**	**	**	71%	**	**	67%	70%	63%	71%
Don't know	76	23	28	**	**	**	6	**	**	51	8	60	17
	8%	9%	9%	**	**	**	4%	**	**	9%	4%	8%	8%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1038	343	215	54	200	234	82	429	350	861	173	47	301	395	338
Effective Weighted Sample	878	320	204	50	177	199	69	355	301	723	151	40	245	334	297
Total	980	273	321	47	157	189	65	410	336	811	165	49	256	389	330
Yes	269	76	72	**	44	68	**	126	82	233	35	**	78	118	72
	27%	28%	23%	**	28%	36%	**	31%	24%	29%	21%	**	30%	30%	22%
						b									
No	635	183	216	**	101	108	**	252	227	510	122	**	158	235	240
	65%	67%	67%	**	64%	57%	**	61%	68%	63%	74%	**	62%	60%	73%
											bd				ab
Don't know	76	14	33	**	13	13	**	32	27	68	8	**	21	37	18
	8%	5%	10%	**	8%	7%	**	8%	8%	8%	5%	**	8%	9%	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Significance Level: 99%																
Unweighted total	1038	492	535	288	311	158	267	862	93	52	31	191	419	339	311	528
Effective Weighted Sample	878	413	458	252	262	136	233	725	80	47	26	158	354	290	261	446
Total	980	486	485	259	294	194	220	806	93	52	30	169	414	321	288	496
Yes	269	129	136	79	80	48	60	216	**	**	**	56	104	92	84	139
	27%	27%	28%	31%	27%	25%	27%	27%	**	**	**	33%	25%	29%	29%	28%
No	635	322	310	164	189	131	145	526	**	**	**	101	292	197	184	328
	65%	66%	64%	63%	64%	68%	66%	65%	**	**	**	60%	71%	61%	64%	66%
													ac			
Don't know	76	35	39	16	25	15	15	64	**	**	**	12	18	33	20	30
	8%	7%	8%	6%	9%	8%	7%	8%	**	**	**	7%	4%	10%	7%	6%
														b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2602	127	1867	365	1629	1157	837	269	171	1847	503	2018	332	1467	883	333
Effective Weighted Sample	2203	113	1608	319	1403	986	733	206	151	1546	455	1695	300	1238	751	269
Total	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
VERY CERTAIN IN CONTRACT	1249	48	999	131	916	607	439	160	132	913	235	985	164	704	444	162
	51%	42%	53%	39%	55% a	53%	51%	75% ab	78% ab	50%	55%	50%	58%	52%	50%	56%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	673	30	472	113	389	294	208	41	32	484	108	524	68	358	235	86
	27%	27%	25%	33% b	23%	26%	24%	19%	19%	27%	25%	27%	24%	27%	26%	30%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	194	12	147	32	127	67	91	1	1	145	27	156	16	93	79	14
	8%	10%	8%	9%	8%	6% cd	10% acd	1% *	1% *	8%	6%	8%	6%	7%	9%	5%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	113	3	94	14	83	48	49	2	1	87	16	93	10	61	42	6
	5%	3%	5%	4%	5%	4%	6% cd	1%	1%	5%	4%	5%	4%	5%	5%	2%
VERY CERTAIN OUT OF CONTRACT	234	21	186	49	158	124	83	9	3	180	41	197	24	133	88	23
	9%	18% b	10%	14% b	9%	11% cd	9% cd	4%	2%	10%	10%	10%	9%	10%	10%	8%
SUMMARY																
IN CONTRACT	1922	78	1470	244	1305	901	647	201	165	1397	344	1509	232	1062	679	248
	78%	69%	78%	72%	78%	79%	74%	95% ab	97% ab	77%	80%	77%	82%	79%	76%	85% ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2602	127	1867	365	1629	1157	837	269	171	1847	503	2018	332	1467	883	333
Effective Weighted Sample	2203	113	1608	319	1403	986	733	206	151	1546	455	1695	300	1238	751	269
Total	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
OUT OF CONTRACT	347	24	280	63	241	172	132	11	5	267	57	289	35	194	130	29
	14%	21%	15%	19%	14%	15% cd	15% cd	5%	3%	15%	13%	15%	12%	14%	15%	10%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	FIXED BROADBAND - SIMPLE				FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	379	938	488	829	
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	344	807	430	718	
Total	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003	
VERY CERTAIN IN CONTRACT	1249	176	1073	277	972	733	516	209	155	197	559	240	517	
	51%	43%	52%	42%	54%	53%	48%	66%	71%	56%	50%	52%	51%	
			a		a			ab	ab					
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	673	145	528	231	441	394	279	83	52	75	295	123	248	
	27%	35%	26%	35%	25%	28%	26%	26%	24%	22%	26%	26%	25%	
		b		b										
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	194	39	155	61	133	72	122	5	1	27	89	32	84	
	8%	9%	8%	9%	7%	5%	11%	1%	*%	8%	8%	7%	8%	
						cd	acd							
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	113	15	99	27	87	57	56	5	3	14	57	15	55	
	5%	4%	5%	4%	5%	4%	5%	2%	1%	4%	5%	3%	6%	
							cd							
VERY CERTAIN OUT OF CONTRACT	234	37	197	67	167	133	100	15	8	36	117	53	99	
	9%	9%	10%	10%	9%	10%	9%	5%	4%	10%	10%	12%	10%	
						cd	cd							
SUMMARY														
IN CONTRACT	1922	321	1601	509	1414	1127	795	292	207	273	854	363	764	
	78%	78%	78%	77%	79%	81%	74%	92%	95%	78%	76%	78%	76%	
						b		ab	ab					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	379	938	488	829
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	344	807	430	718
Total	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003
OUT OF CONTRACT	347	52	295	93	254	191	156	20	11	50	174	69	155
	14%	13%	14%	14%	14%	14%	15%	6%	5%	14%	16%	15%	15%
						cd	cd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2602	616	701	151	73	201	469	40	27	1317	670	1990	612
Effective Weighted Sample	2203	515	616	112	61	186	441	36	25	1131	627	1675	531
Total	2463	664	803	121	73	159	383	29	21	1467	541	1908	555
VERY CERTAIN IN CONTRACT	1249	338	419	81	**	80	215	**	**	757	295	956	294
	51%	51%	52%	67% ab	**	51%	56%	**	**	52%	55%	50%	53%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	673	193	177	33	**	39	92	**	**	370	130	549	124
	27%	29% b	22%	28%	**	24%	24%	**	**	25%	24%	29% b	22%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	194	30	86	2	**	12	27	**	**	117	39	129	66
	8%	5%	11% ac	1%	**	7%	7%	**	**	8%	7%	7%	12% a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	113	27	43	2	**	9	14	**	**	71	23	93	20
	5%	4%	5%	2%	**	6%	4%	**	**	5%	4%	5%	4%
VERY CERTAIN OUT OF CONTRACT	234	75	78	3	**	19	35	**	**	153	53	181	52
	9%	11% c	10% c	3%	**	12%	9%	**	**	10%	10%	10%	9%
SUMMARY													
IN CONTRACT	1922	531	596	114	**	119	307	**	**	1127	426	1504	418
	78%	80%	74%	94% ab	**	75%	80%	**	**	77%	79%	79%	75%
OUT OF CONTRACT	347	102	121	5	**	28	49	**	**	223	77	275	72
	14%	15% c	15% c	4%	**	17%	13%	**	**	15%	14%	14%	13%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2602	933	549	173	478	491	138	957	990	2085	510	131	612	997	986
Effective Weighted Sample	2203	874	518	161	417	414	114	781	856	1747	452	115	493	840	865
Total	2463	749	813	150	381	393	112	921	952	1985	471	121	539	966	951
VERY CERTAIN IN CONTRACT	1249	407	406	85	193	171	43	441	492	977	271	69	259	457	532
	51%	54%	50%	57%	51%	44%	39%	48%	52%	49%	57%	57%	48%	47%	56%
		e		e					a		abd	a			ab
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	673	186	206	31	119	137	50	296	228	575	96	22	198	263	210
	27%	25%	25%	21%	31%	35%	45%	32%	24%	29%	20%	19%	37%	27%	22%
					c	abc	bcdef	cef		ce			bc	c	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	194	55	68	11	24	38	12	61	67	140	51	23	38	67	86
	8%	7%	8%	7%	6%	10%	11%	7%	7%	7%	11%	19%	7%	7%	9%
											bcd	bcd			
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	113	32	47	6	14	15	3	52	41	96	18	4	19	59	34
	5%	4%	6%	4%	4%	4%	2%	6%	4%	5%	4%	3%	4%	6%	4%
														c	
VERY CERTAIN OUT OF CONTRACT	234	68	86	18	31	33	3	70	124	197	35	4	25	119	89
	9%	9%	11%	12%	8%	8%	3%	8%	13%	10%	8%	3%	5%	12%	9%
									abef	af				a	a
SUMMARY															
IN CONTRACT	1922	594	612	116	311	308	94	738	720	1552	367	91	457	720	742
	78%	79%	75%	77%	82%	78%	84%	80%	76%	78%	78%	75%	85%	75%	78%
													bc		
OUT OF CONTRACT	347	100	133	23	45	47	6	122	165	293	53	7	44	178	123
	14%	13%	16%	16%	12%	12%	5%	13%	17%	15%	11%	6%	8%	18%	13%
								a	aef	af				ac	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1360	1216	783	762	404	630	2143	233	140	86	421	1048	889	781	1374
Effective Weighted Sample	2203	1144	1039	681	655	351	553	1809	197	125	73	353	881	762	657	1168
Total	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
VERY CERTAIN IN CONTRACT	1249	704	534	357	353	274	258	1021	120	67	**	192	513	425	356	698
	51%	53%	48%	52%	49%	53%	50%	51%	50%	49%	**	49%	50%	51%	50%	53%
		b														
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	673	341	326	176	204	140	145	543	70	40	**	124	295	204	205	339
	27%	26%	29%	26%	28%	27%	28%	27%	30%	29%	**	32%	29%	24%	29%	26%
												c				
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	194	75	116	46	50	40	52	171	11	7	**	32	76	70	63	90
	8%	6%	10%	7%	7%	8%	10%	8%	5%	5%	**	8%	7%	8%	9%	7%
			a													
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	113	70	43	37	39	15	22	93	11	4	**	14	42	47	19	67
	5%	5%	4%	5%	5%	3%	4%	5%	5%	3%	**	4%	4%	6%	3%	5%
															a	
VERY CERTAIN OUT OF CONTRACT	234	134	98	69	73	49	42	180	26	19	**	29	100	87	71	130
	9%	10%	9%	10%	10%	9%	8%	9%	11%	14%	**	7%	10%	10%	10%	10%
SUMMARY																
IN CONTRACT	1922	1045	859	534	558	414	403	1564	191	107	**	315	808	629	561	1037
	78%	79%	77%	78%	77%	80%	77%	78%	80%	78%	**	81%	79%	75%	79%	78%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	IMPACTING/ LIMITING CONDITIONS															
	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX					
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1360	1216	783	762	404	630	2143	233	140	86	421	1048	889	781	1374
Effective Weighted Sample	2203	1144	1039	681	655	351	553	1809	197	125	73	353	881	762	657	1168
Total	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
OUT OF CONTRACT	347	204	141	105	112	63	65	273	37	23	**	43	142	134	90	197
	14%	15%	13%	15%	16%	12%	12%	14%	16%	17%	**	11%	14%	16%	13%	15%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2602	127	1867	365	1629	1157	837	269	171	1847	503	2018	332	1467	883	333
Effective Weighted Sample	2203	113	1608	319	1403	986	733	206	151	1546	455	1695	300	1238	751	269
Total	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
TOTAL IN CONTRACT	1691	65	1315	202	1179	798	583	188	155	1230	306	1324	212	932	604	213
	69%	57%	69%	60%	71%	70%	67%	88%	91%	68%	72%	68%	75%	69%	68%	73%
			a		a			ab	ab				a			
VERY CERTAIN	1249	48	999	131	916	607	439	160	132	913	235	985	164	704	444	162
	51%	42%	53%	39%	55%	53%	51%	75%	78%	50%	55%	50%	58%	52%	50%	56%
					a			ab	ab							
NOT 'VERY CERTAIN'	441	18	317	71	263	191	143	27	22	317	71	339	48	228	160	51
	18%	15%	17%	21%	16%	17%	16%	13%	13%	18%	17%	17%	17%	17%	18%	18%
TOTAL OUT OF CONTRACT	403	28	318	75	271	204	142	17	9	307	65	333	39	227	145	37
	16%	25%	17%	22%	16%	18%	16%	8%	5%	17%	15%	17%	14%	17%	16%	13%
				b		cd	cd									
VERY CERTAIN	234	21	186	49	158	124	83	9	3	180	41	197	24	133	88	23
	9%	18%	10%	14%	9%	11%	9%	4%	2%	10%	10%	10%	9%	10%	10%	8%
		b		b		cd	cd									
NOT 'VERY CERTAIN'	169	7	132	26	113	80	59	8	5	127	24	137	14	94	57	14
	7%	6%	7%	8%	7%	7%	7%	4%	3%	7%	6%	7%	5%	7%	6%	5%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	264	9	191	36	164	108	92	7	6	193	45	213	25	145	94	31
	11%	8%	10%	11%	10%	10%	11%	3%	3%	11%	11%	11%	9%	11%	11%	11%
						cd	cd									
NOT SURE IF EVER HAD A CONTRACT	106	12	73	26	58	31	53	1	1	79	11	83	7	44	45	9
	4%	10%	4%	8%	3%	3%	6%	1%	1%	4%	3%	4%	2%	3%	5%	3%
		b		b			acd									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	379	938	488	829
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	344	807	430	718
Total	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003
TOTAL IN CONTRACT	1691	264	1427	424	1267	986	705	263	188	242	763	318	687
	69%	64%	70%	64%	70%	71%	66%	83%	86%	69%	68%	69%	68%
					a	b		ab	ab				
VERY CERTAIN	1249	176	1073	277	972	733	516	209	155	197	559	240	517
	51%	43%	52%	42%	54%	53%	48%	66%	71%	56%	50%	52%	51%
			a		a			ab	ab				
NOT 'VERY CERTAIN'	441	88	353	147	294	253	188	54	34	44	204	78	170
	18%	21%	17%	22%	16%	18%	18%	17%	15%	13%	18%	17%	17%
				b									
TOTAL OUT OF CONTRACT	403	68	335	115	288	233	170	28	13	56	200	80	176
	16%	17%	16%	17%	16%	17%	16%	9%	6%	16%	18%	17%	18%
						cd	cd						
VERY CERTAIN	234	37	197	67	167	133	100	15	8	36	117	53	99
	9%	9%	10%	10%	9%	10%	9%	5%	4%	10%	10%	12%	10%
						cd	cd						
NOT 'VERY CERTAIN'	169	31	138	48	121	100	69	13	5	20	83	27	77
	7%	8%	7%	7%	7%	7%	6%	4%	2%	6%	7%	6%	8%
						d	d						
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	264	55	209	85	179	137	127	20	14	38	108	46	99
	11%	13%	10%	13%	10%	10%	12%	6%	7%	11%	10%	10%	10%
							c						
NOT SURE IF EVER HAD A CONTRACT	106	24	81	39	66	33	72	6	3	14	47	20	41
	4%	6%	4%	6%	4%	2%	7%	2%	2%	4%	4%	4%	4%
				b			acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	2602	616	701	151	73	201	469	40	27	1317	670	1990	612
Effective Weighted Sample	2203	515	616	112	61	186	441	36	25	1131	627	1675	531
Total	2463	664	803	121	73	159	383	29	21	1467	541	1908	555
TOTAL IN CONTRACT	1691	468	537	102	**	105	272	**	**	1005	377	1319	372
	69%	71%	67%	85% ab	**	66%	71%	**	**	68%	70%	69%	67%
VERY CERTAIN	1249	338	419	81	**	80	215	**	**	757	295	956	294
	51%	51%	52%	67% ab	**	51%	56%	**	**	52%	55%	50%	53%
NOT 'VERY CERTAIN'	441	130	118	22	**	24	57	**	**	248	82	363	78
	18%	20%	15%	18%	**	15%	15%	**	**	17%	15%	19% b	14%
TOTAL OUT OF CONTRACT	403	121	135	8	**	32	53	**	**	256	85	323	80
	16%	18% c	17% c	7%	**	20%	14%	**	**	17%	16%	17%	14%
VERY CERTAIN	234	75	78	3	**	19	35	**	**	153	53	181	52
	9%	11% c	10% c	3%	**	12%	9%	**	**	10%	10%	10%	9%
NOT 'VERY CERTAIN'	169	46	57	5	**	14	18	**	**	103	32	142	27
	7%	7%	7%	4%	**	9%	5%	**	**	7%	6%	7%	5%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	264	57	89	7	**	16	41	**	**	145	57	201	63
	11%	9%	11%	6%	**	10%	11%	**	**	10%	11%	11%	11%
NOT SURE IF EVER HAD A CONTRACT	106	18	43	3	**	5	17	**	**	61	22	65	40
	4%	3%	5%	2%	**	3%	5%	**	**	4%	4%	3%	7% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2602	933	549	173	478	491	138	957	990	2085	510	131	612	997	986
Effective Weighted Sample	2203	874	518	161	417	414	114	781	856	1747	452	115	493	840	865
Total	2463	749	813	150	381	393	112	921	952	1985	471	121	539	966	951
TOTAL IN CONTRACT	1691	525	554	103	272	254	69	644	642	1355	333	82	392	628	669
	69%	70%	68%	68%	72%	65%	62%	70%	67%	68%	71%	68%	73%	65%	70%
													b		
VERY CERTAIN	1249	407	406	85	193	171	43	441	492	977	271	69	259	457	532
	51%	54%	50%	57%	51%	44%	39%	48%	52%	49%	57%	57%	48%	47%	56%
		e		e					a		abd	a			ab
NOT 'VERY CERTAIN'	441	118	148	17	80	83	26	202	149	378	63	14	133	170	137
	18%	16%	18%	12%	21%	21%	23%	22%	16%	19%	13%	11%	25%	18%	14%
					c	c	e	cef		e			bc		
TOTAL OUT OF CONTRACT	403	112	152	25	54	61	11	146	180	337	65	8	61	201	139
	16%	15%	19%	17%	14%	15%	10%	16%	19%	17%	14%	7%	11%	21%	15%
								f	af	f				ac	
VERY CERTAIN	234	68	86	18	31	33	3	70	124	197	35	4	25	119	89
	9%	9%	11%	12%	8%	8%	3%	8%	13%	10%	8%	3%	5%	12%	9%
									abef	af				a	a
NOT 'VERY CERTAIN'	169	44	66	8	24	28	8	76	56	140	29	5	36	82	51
	7%	6%	8%	5%	6%	7%	7%	8%	6%	7%	6%	4%	7%	8%	5%
														c	
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	264	82	72	18	41	54	20	100	100	220	42	17	61	104	97
	11%	11%	9%	12%	11%	14%	18%	11%	10%	11%	9%	14%	11%	11%	10%
							ce								
NOT SURE IF EVER HAD A CONTRACT	106	29	35	5	13	24	11	32	31	73	31	13	25	33	46
	4%	4%	4%	3%	3%	6%	10%	3%	3%	4%	7%	11%	5%	3%	5%
							bcd				bcd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1360	1216	783	762	404	630	2143	233	140	86	421	1048	889	781	1374
Effective Weighted Sample	2203	1144	1039	681	655	351	553	1809	197	125	73	353	881	762	657	1168
Total	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
TOTAL IN CONTRACT	1691	931	744	474	500	366	338	1379	166	87	**	274	715	551	481	928
	69%	70%	67%	69%	69%	71%	65%	69%	70%	63%	**	70%	70%	66%	67%	70%
VERY CERTAIN	1249	704	534	357	353	274	258	1021	120	67	**	192	513	425	356	698
	51%	53%	48%	52%	49%	53%	50%	51%	50%	49%	**	49%	50%	51%	50%	53%
		b														
NOT 'VERY CERTAIN'	441	227	210	117	147	92	80	357	46	20	**	83	202	126	126	230
	18%	17%	19%	17%	20%	18%	15%	18%	19%	15%	**	21%	20%	15%	18%	17%
												c	c			
TOTAL OUT OF CONTRACT	403	235	166	126	130	71	74	321	40	28	**	47	164	158	109	223
	16%	18%	15%	18%	18%	14%	14%	16%	17%	20%	**	12%	16%	19%	15%	17%
														a		
VERY CERTAIN	234	134	98	69	73	49	42	180	26	19	**	29	100	87	71	130
	9%	10%	9%	10%	10%	9%	8%	9%	11%	14%	**	7%	10%	10%	10%	10%
NOT 'VERY CERTAIN'	169	101	68	58	58	22	31	141	15	9	**	18	64	71	38	93
	7%	8%	6%	8%	8%	4%	6%	7%	6%	7%	**	5%	6%	9%	5%	7%
				c												
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	264	119	140	63	71	60	65	221	19	18	**	51	105	90	91	126
	11%	9%	13%	9%	10%	12%	13%	11%	8%	13%	**	13%	10%	11%	13%	10%
			a													
NOT SURE IF EVER HAD A CONTRACT	106	39	67	21	19	20	43	86	13	5	**	17	42	34	33	47
	4%	3%	6%	3%	3%	4%	8%	4%	5%	3%	**	4%	4%	4%	5%	4%
			a				abc									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2174	132	1579	321	1390	977	734	216	138	1611	437	1751	297	1266	782	295
Effective Weighted Sample	1833	101	1375	260	1211	833	636	165	121	1363	392	1483	265	1069	670	238
Total	2275	164	1703	357	1509	1039	828	185	148	1740	385	1864	261	1267	857	274
Sky	899	55	716	152	620	442	329	74	59	679	160	731	109	507	333	115
	39%	34%	42%	43%	41%	43%	40%	40%	40%	39%	42%	39%	42%	40%	39%	42%
Freeview	559	69	355	125	300	225	200	40	36	448	79	490	37	314	213	56
	25%	42%	21%	35%	20%	22%	24%	22%	24%	26%	21%	26%	14%	25%	25%	21%
		b		b								b				
Virgin Media	385	7	326	17	316	171	162	26	21	286	72	301	57	202	155	42
	17%	4%	19%	5%	21%	16%	20%	14%	14%	16%	19%	16%	22%	16%	18%	15%
			a		a											
BT	151	3	132	15	121	70	66	16	9	118	26	120	24	76	68	24
	7%	2%	8%	4%	8%	7%	8%	9%	6%	7%	7%	6%	9%	6%	8%	9%
Freesat	104	17	63	22	58	52	28	13	12	78	17	85	11	70	25	9
	5%	10%	4%	6%	4%	5%	3%	7%	8%	4%	4%	5%	4%	6%	3%	3%
		b												b		
TalkTalk	67	*	55	9	46	37	18	6	5	54	7	56	4	30	31	5
	3%	*%	3%	3%	3%	4%	2%	3%	3%	3%	2%	3%	2%	2%	4%	2%
NOW/ NOW Broadband	60	6	31	10	27	21	15	6	3	47	8	49	6	32	23	10
	3%	3%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	4%
EE	23	6	9	7	8	12	3	3	2	4	13	6	12	13	5	5
	1%	4%	1%	2%	1%	1%	*%	2%	1%	*%	3%	*%	5%	1%	1%	2%
		b									a		a			
Plusnet	12	-	4	-	4	3	1	-	-	12	-	12	-	12	-	4
	1%	-%	*%	-%	*%	*%	*%	-%	-%	1%	-%	1%	-%	1%	-%	2%
														b		b
YouView	12	*	9	*	9	5	4	1	1	10	1	10	1	8	3	3
	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	1%
Other supplier	4	-	1	*	1	1	-	*	-	3	1	3	1	3	2	1
	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2174	252	1735	469	1518	1133	854	280	173	456	957	568	845
Effective Weighted Sample	1833	211	1499	397	1314	963	739	223	150	386	823	478	731
Total	2275	201	1807	404	1604	1114	894	231	167	457	1143	577	1024
Sky	899	56	772	158	671	477	352	86	66	344	554	412	486
	39%	28%	43%	39%	42%	43%	39%	37%	39%	75%	48%	71%	48%
Freeview		a								b		b	
	559	90	362	149	303	252	200	51	41	-	-	-	-
	25%	45%	20%	37%	19%	23%	22%	22%	25%	-%	-%	-%	-%
Virgin Media		b		b									
	385	6	359	17	347	148	217	30	22	28	357	43	343
	17%	3%	20%	4%	22%	13%	24%	13%	13%	6%	31%	7%	33%
BT		a		a			acd				a		a
	151	5	131	14	122	84	52	23	12	13	138	33	118
	7%	2%	7%	4%	8%	8%	6%	10%	7%	3%	12%	6%	12%
Freesat		a		a							a		a
	104	14	64	21	58	56	23	12	9	-	-	-	-
	5%	7%	4%	5%	4%	5%	3%	5%	6%	-%	-%	-%	-%
TalkTalk		b				b							
	67	2	56	10	48	34	24	11	7	6	61	18	49
	3%	1%	3%	2%	3%	3%	3%	5%	4%	1%	5%	3%	5%
NOW/ NOW Broadband		a								a			
	60	19	38	25	31	43	14	11	8	46	15	49	11
	3%	9%	2%	6%	2%	4%	2%	5%	5%	10%	1%	9%	1%
EE		b		b		b		b	b	b		b	
	23	6	10	6	10	11	4	3	1	8	14	10	13
	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
Plusnet		b											
	12	1	4	1	4	3	3	1	-	8	4	8	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
YouView		*%		*%		*%				b			
	12	1	9	1	9	5	5	1	1	-	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%	-%
Other supplier													
	4	2	1	2	1	2	1	1	-	4	-	4	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Columns Tested:		a,b	a,b	a,b,c,d	a,b	a,b				b			

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2174	673	740	172	79	224	537	45	31	1413	761	1643	531
Effective Weighted Sample	1833	558	644	127	65	200	458	38	29	1202	656	1385	447
Total	2275	740	860	149	83	187	488	35	24	1601	675	1709	566
Sky	899	374	525	63	**	-	-	**	**	899	-	727	171
	39%	50%	61%	42%	**	-%	-%	**	**	56%	-%	43%	30%
			ac							b		b	
Freeview	559	-	-	-	**	132	427	**	**	-	559	334	225
	25%	-%	-%	-%	**	71%	87%	**	**	-%	83%	20%	40%
							a				a		a
Virgin Media	385	177	208	30	**	-	-	**	**	385	-	295	90
	17%	24%	24%	20%	**	-%	-%	**	**	24%	-%	17%	16%
										b			
BT	151	89	62	29	**	-	-	**	**	151	-	125	26
	7%	12%	7%	19%	**	-%	-%	**	**	9%	-%	7%	5%
		b		b						b			
Freesat	104	-	-	-	**	48	55	**	**	-	104	71	33
	5%	-%	-%	-%	**	26%	11%	**	**	-%	15%	4%	6%
						b					a		
TalkTalk	67	34	32	12	**	-	-	**	**	67	-	48	19
	3%	5%	4%	8%	**	-%	-%	**	**	4%	-%	3%	3%
										b			
NOW/ NOW Broadband	60	36	25	8	**	-	-	**	**	60	-	60	-
	3%	5%	3%	5%	**	-%	-%	**	**	4%	-%	4%	-%
										b		b	
EE	23	18	4	3	**	-	-	**	**	23	-	23	-
	1%	2%	*%	2%	**	-%	-%	**	**	1%	-%	1%	-%
		b								b		b	
Plusnet	12	11	1	5	**	-	-	**	**	12	-	11	1
	1%	1%	*%	3%	**	-%	-%	**	**	1%	-%	1%	*%
		b		b									
YouView	12	-	-	-	**	6	6	**	**	-	12	12	-
	1%	-%	-%	-%	**	3%	1%	**	**	-%	2%	1%	-%
											a		
Other supplier	4	1	3	1	**	-	-	**	**	4	-	3	2
	*%	*%	*%	1%	**	-%	-%	**	**	*%	-%	*%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2174	673	549	173	419	382	115	732	858	1705	465	125	445	844	881
Effective Weighted Sample	1833	638	518	161	355	300	91	603	741	1433	396	102	353	719	757
Total	2275	566	813	150	349	419	111	787	889	1787	483	146	448	885	937
Sky	899	204	386	63	161	105	39	363	328	730	167	47	187	379	331
	39%	36%	48%	42%	46%	25%	35%	46%	37%	41%	35%	33%	42%	43%	35%
		e	ae	e	ae			cef						c	
Freeview	559	287	-	-	79	193	16	141	238	395	163	54	79	199	281
	25%	51%	-%	-%	23%	46%	15%	18%	27%	22%	34%	37%	18%	22%	30%
		bcd			bc	bcd			abd		abcd	abd			ab
Virgin Media	385	3	257	64	37	25	20	120	175	315	69	20	71	152	161
	17%	*%	32%	43%	11%	6%	18%	15%	20%	18%	14%	14%	16%	17%	17%
			ade	abde	a	a									
BT	151	2	108	13	20	8	15	51	56	122	29	6	40	51	60
	7%	*%	13%	9%	6%	2%	14%	6%	6%	7%	6%	4%	9%	6%	6%
			ade	ae	ae		bcdef								
Freesat	104	47	-	-	17	39	3	34	39	77	27	9	23	26	55
	5%	8%	-%	-%	5%	9%	3%	4%	4%	4%	6%	6%	5%	3%	6%
		bc			bc	bc									b
TalkTalk	67	-	46	3	13	4	3	18	23	43	23	9	4	29	33
	3%	-%	6%	2%	4%	1%	2%	2%	3%	2%	5%	6%	1%	3%	4%
			ae	a	a	a					d				a
NOW/ NOW Broadband	60	15	12	-	10	22	8	31	18	57	3	-	24	26	11
	3%	3%	2%	-%	3%	5%	8%	4%	2%	3%	1%	-%	5%	3%	1%
						bc	cef	e		e			c	c	
EE	23	-	-	7	8	7	1	14	5	21	-	-	9	10	2
	1%	-%	-%	5%	2%	2%	1%	2%	1%	1%	-%	-%	2%	1%	*%
				ab	ab	ab		e					c		
Plusnet	12	-	4	-	-	8	4	5	3	12	-	-	7	4	1
	1%	-%	1%	-%	-%	2%	4%	1%	*%	1%	-%	-%	2%	*%	*%
						ad	bcde						c		
YouView	12	8	-	-	1	3	1	6	4	11	1	-	4	6	2
	1%	1%	-%	-%	*%	1%	1%	1%	*%	1%	*%	-%	1%	1%	*%
		b													
Other supplier	4	-	-	-	1	3	-	3	-	3	1	1	1	3	1
	*%	-%	-%	-%	*%	1%	-%	*%	-%	*%	*%	1%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1140	1012	707	603	328	522	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	956	860	603	523	286	443	1505	165	106	57	281	739	642	555	982
Total	2275	1230	1025	671	631	457	501	1860	216	132	67	354	953	759	679	1220
Sky	899	479	412	264	259	178	193	701	95	71	**	129	383	307	248	499
	39%	39%	40%	39%	41%	39%	39%	38%	44%	53%	**	36%	40%	40%	36%	41%
Freeview	559	323	227	159	148	108	140	475	53	19	**	83	238	183	164	321
	25%	26%	22%	24%	23%	24%	28%	26%	25%	14%	**	23%	25%	24%	24%	26%
Virgin Media	385	199	182	123	105	77	77	335	22	16	**	64	161	128	126	188
	17%	16%	18%	18%	17%	17%	15%	18%	10%	12%	**	18%	17%	17%	19%	15%
BT	151	81	70	54	37	31	25	124	19	3	**	21	59	54	46	83
	7%	7%	7%	8%	6%	7%	5%	7%	9%	3%	**	6%	6%	7%	7%	7%
Freesat	104	53	51	29	32	18	25	82	8	9	**	21	40	35	41	48
	5%	4%	5%	4%	5%	4%	5%	4%	4%	7%	**	6%	4%	5%	6%	4%
TalkTalk	67	45	21	13	24	14	15	53	10	3	**	10	27	21	19	36
	3%	4%	2%	2%	4%	3%	3%	3%	5%	2%	**	3%	3%	3%	3%	3%
NOW/ NOW Broadband	60	30	30	15	17	16	13	45	6	10	**	14	23	16	22	28
	3%	2%	3%	2%	3%	3%	3%	2%	3%	7%	**	4%	2%	2%	3%	2%
EE	23	10	12	6	3	8	6	19	3	-	**	4	13	5	7	7
	1%	1%	1%	1%	1%	2%	1%	1%	1%	-%	**	1%	1%	1%	1%	1%
Plusnet	12	2	10	4	3	4	1	12	-	-	**	3	3	5	2	4
	1%	*%	1%	1%	*%	1%	*%	1%	-%	-%	**	1%	*%	1%	*%	*%
YouView	12	5	7	4	2	3	2	10	*	1	**	5	2	5	3	6
	1%	*%	1%	1%	*%	1%	*%	1%	*%	1%	**	2%	*%	1%	*%	1%
Other supplier	4	1	3	-	1	-	4	3	-	1	**	*	4	1	2	1
	*%	*%	*%	-%	*%	-%	1%	*%	-%	1%	**	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1413	70	1060	189	941	651	479	151	84	1000	325	1085	240	812	513	212
Effective Weighted Sample	1202	54	935	157	832	561	428	112	76	866	287	935	212	685	451	169
Total	1601	77	1275	210	1143	757	595	131	100	1204	287	1279	212	875	616	206
I am currently within my minimum contract period	1043	**	838	121	763	501	383	104	**	779	195	822	153	564	411	147
	65%	**	66%	58%	67%	66%	64%	80% ab	**	65%	68%	64%	72%	65%	67%	71%
My minimum contract period has ended, I am out of contract	315	**	254	56	220	155	121	16	**	248	48	263	33	190	107	37
	20%	**	20%	27%	19%	20%	20%	12%	**	21%	17%	21%	16%	22%	17%	18%
I don't know whether I am within my minimum contract period or whether it has ended	157	**	117	16	107	73	50	6	**	108	32	122	19	87	53	18
	10%	**	9%	7%	9%	10%	8%	5%	**	9%	11%	10%	9%	10%	9%	9%
I'm not sure/don't know if I ever had a contract	86	**	67	17	54	29	41	4	**	68	11	72	7	33	45	4
	5%	**	5%	8%	5%	4%	7%	3%	**	6%	4%	6%	3%	4%	7% ac	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1413	114	1203	253	1064	745	572	193	108	456	957	568	845
Effective Weighted Sample	1202	93	1042	209	927	630	502	149	94	386	823	478	731
Total	1601	96	1371	233	1234	802	665	166	116	457	1143	577	1024
I am currently within my minimum contract period	1043	64	905	150	819	548	420	134	94	279	764	351	692
	65%	67%	66%	64%	66%	68%	63%	80% ab	82% ab	61%	67%	61%	68%
My minimum contract period has ended, I am out of contract	315	19	265	48	236	150	134	19	11	102	212	126	189
	20%	20%	19%	21%	19%	19%	20% cd	11%	9%	22%	19%	22%	18%
I don't know whether I am within my minimum contract period or whether it has ended	157	8	128	19	117	73	63	9	7	45	112	61	96
	10%	9%	9%	8%	10%	9%	9%	5%	6%	10%	10%	11%	9%
I'm not sure/don't know if I ever had a contract	86	4	74	16	62	30	48	5	3	31	55	38	48
	5%	5%	5%	7%	5%	4%	7% a	3%	3%	7%	5%	7%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1413	673	740	172	79	-	-	-	-	1413	-	1156	257
Effective Weighted Sample	1202	558	644	127	65	-	-	-	-	1202	-	978	225
Total	1601	740	860	149	83	-	-	-	-	1601	-	1292	309
I am currently within my minimum contract period	1043	497	546	118	**	**	**	**	**	1043	**	851	192
	65%	67%	63%	79%	**	**	**	**	**	65%	**	66%	62%
				ab									
My minimum contract period has ended, I am out of contract	315	151	163	22	**	**	**	**	**	315	**	262	52
	20%	20%	19%	15%	**	**	**	**	**	20%	**	20%	17%
I don't know whether I am within my minimum contract period or whether it has ended	157	69	88	9	**	**	**	**	**	157	**	126	31
	10%	9%	10%	6%	**	**	**	**	**	10%	**	10%	10%
I'm not sure/don't know if I ever had a contract	86	22	64	*	**	**	**	**	**	86	**	53	33
	5%	3%	7%	*%	**	**	**	**	**	5%	**	4%	11%
			ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1413	248	549	173	307	158	87	534	536	1157	253	66	319	584	507
Effective Weighted Sample	1202	232	518	161	250	126	70	436	471	975	225	57	251	496	452
Total	1601	225	813	150	251	184	90	606	608	1304	292	83	342	654	600
I am currently within my minimum contract period	1043	137	540	101	172	108	**	418	380	853	190	**	232	419	391
	65%	61%	66%	67%	68%	59%	**	69%	62%	65%	65%	**	68%	64%	65%
My minimum contract period has ended, I am out of contract	315	51	163	26	37	42	**	109	146	266	48	**	48	153	112
	20%	23%	20%	17%	15%	23%	**	18%	24%	20%	16%	**	14%	23%	19%
														a	
I don't know whether I am within my minimum contract period or whether it has ended	157	19	72	18	27	24	**	52	56	125	29	**	43	56	55
	10%	8%	9%	12%	11%	13%	**	9%	9%	10%	10%	**	13%	9%	9%
I'm not sure/don't know if I ever had a contract	86	18	39	5	16	10	**	27	26	61	25	**	19	26	41
	5%	8%	5%	4%	6%	5%	**	4%	4%	5%	9%	**	6%	4%	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	722	679	474	385	222	323	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	612	582	406	338	193	281	976	110	78	39	186	487	419	365	631
Total	1601	848	741	479	448	328	334	1293	154	104	50	245	673	536	471	845
I am currently within my minimum contract period	1043	575	462	315	298	217	210	835	102	**	**	159	449	341	301	575
	65%	68%	62%	66%	66%	66%	63%	65%	66%	**	**	65%	67%	64%	64%	68%
My minimum contract period has ended, I am out of contract	315	165	147	103	95	65	50	254	33	**	**	43	132	112	83	170
	20%	19%	20%	21%	21%	20%	15%	20%	21%	**	**	18%	20%	21%	18%	20%
I don't know whether I am within my minimum contract period or whether it has ended	157	70	84	45	37	32	40	130	11	**	**	28	62	53	58	66
	10%	8%	11%	9%	8%	10%	12%	10%	7%	**	**	11%	9%	10%	12%	8%
I'm not sure/don't know if I ever had a contract	86	38	48	16	19	14	34	73	8	**	**	15	30	30	29	33
	5%	4%	6%	3%	4%	4%	10% ab	6%	5%	**	**	6%	4%	6%	6%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	923	42	694	109	627	430	306	114	65	646	221	693	174	526	341	151
Effective Weighted Sample	785	33	611	89	554	371	273	84	59	559	194	597	153	443	298	120
Total	1043	46	838	121	763	501	383	104	81	779	195	822	153	564	411	147
Very certain	751	**	618	71	574	357	288	78	**	556	145	589	112	401	300	109
	72%	**	74%	58%	75%	71%	75%	75%	**	71%	74%	72%	73%	71%	73%	74%
					a											
Fairly certain	245	**	182	44	154	120	78	22	**	187	44	196	35	147	85	33
	23%	**	22%	36%	20%	24%	20%	21%	**	24%	23%	24%	23%	26%	21%	22%
				b												
Not very certain	32	**	27	7	23	17	12	4	**	25	4	25	4	10	20	5
	3%	**	3%	5%	3%	3%	3%	4%	**	3%	2%	3%	3%	2%	5%	3%
															a	
Don't know	15	**	12	-	12	6	5	-	**	11	2	11	2	7	6	-
	1%	**	1%	-%	2%	1%	1%	-%	**	1%	1%	1%	1%	1%	1%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	923	76	794	165	705	508	362	146	84	279	644	348	575
Effective Weighted Sample	785	62	685	136	612	429	316	115	73	240	550	295	494
Total	1043	64	905	150	819	548	420	134	94	279	764	351	692
Very certain	751	**	661	98	609	403	304	99	**	196	555	237	513
	72%	**	73%	65%	74%	73%	72%	74%	**	70%	73%	68%	74%
Fairly certain	245	**	203	46	173	125	94	31	**	70	175	98	147
	23%	**	22%	31%	21%	23%	22%	24%	**	25%	23%	28%	21%
				b									
Not very certain	32	**	27	5	23	13	15	2	**	10	22	13	19
	3%	**	3%	4%	3%	2%	4%	1%	**	4%	3%	4%	3%
Don't know	15	**	14	1	14	8	7	2	**	3	12	3	12
	1%	**	2%	1%	2%	1%	2%	1%	**	1%	2%	1%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	923	459	464	135	64	-	-	-	-	923	-	767	156
Effective Weighted Sample	785	381	404	104	55	-	-	-	-	785	-	648	137
Total	1043	497	546	118	68	-	-	-	-	1043	-	851	192
Very certain	751	352	399	88	**	**	**	**	**	751	**	593	158
	72%	71%	73%	74%	**	**	**	**	**	72%	**	70%	82%
												a	
Fairly certain	245	123	122	25	**	**	**	**	**	245	**	219	26
	23%	25%	22%	21%	**	**	**	**	**	23%	**	26%	13%
												b	
Not very certain	32	16	17	3	**	**	**	**	**	32	**	26	7
	3%	3%	3%	3%	**	**	**	**	**	3%	**	3%	3%
Don't know	15	6	9	1	**	**	**	**	**	15	**	13	2
	1%	1%	2%	1%	**	**	**	**	**	1%	**	2%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	923	151	365	117	210	94	55	369	333	757	166	42	216	378	329
Effective Weighted Sample	785	142	344	108	169	76	46	300	293	638	147	36	171	320	294
Total	1043	137	540	101	172	108	55	418	380	853	190	50	232	419	391
Very certain	751	105	393	82	111	**	**	292	272	599	152	**	150	302	299
	72%	77%	73%	82%	64%	**	**	70%	72%	70%	80%	**	64%	72%	76%
				d											a
Fairly certain	245	27	119	16	55	**	**	114	88	217	28	**	74	97	74
	23%	20%	22%	16%	32%	**	**	27%	23%	25%	15%	**	32%	23%	19%
					abc			e		e			c		
Not very certain	32	3	20	1	4	**	**	8	13	25	8	**	6	14	13
	3%	3%	4%	1%	2%	**	**	2%	3%	3%	4%	**	3%	3%	3%
Don't know	15	2	8	2	2	**	**	5	7	12	2	**	3	7	5
	1%	1%	2%	2%	1%	**	**	1%	2%	1%	1%	**	1%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	923	488	429	316	256	147	202	745	81	63	34	146	381	311	279	496
Effective Weighted Sample	785	411	371	272	225	129	173	631	71	55	28	122	326	266	238	424
Total	1043	575	462	315	298	217	210	835	102	71	34	159	449	341	301	575
Very certain	751	428	317	216	208	166	159	597	**	**	**	113	314	255	218	419
	72%	74%	69%	69%	70%	76%	76%	71%	**	**	**	71%	70%	75%	72%	73%
Fairly certain	245	120	124	83	73	45	44	196	**	**	**	40	115	70	74	132
	23%	21%	27%	26%	24%	21%	21%	23%	**	**	**	25%	26%	21%	25%	23%
Not very certain	32	18	15	10	11	4	5	29	**	**	**	4	12	12	8	16
	3%	3%	3%	3%	4%	2%	3%	4%	**	**	**	3%	3%	3%	3%	3%
Don't know	15	9	5	5	6	2	1	13	**	**	**	1	7	4	1	8
	1%	2%	1%	2%	2%	1%	1%	2%	**	**	**	1%	2%	1%	*%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	269	20	209	50	179	133	96	23	11	202	55	220	37	170	87	36
Effective Weighted Sample	228	15	185	40	159	112	87	18	10	175	49	189	33	142	78	29
Total	315	23	254	56	220	155	121	16	11	248	48	263	33	190	107	37
Very certain	188	**	153	**	132	95	**	**	**	151	**	158	**	114	**	**
	60%	**	60%	**	60%	61%	**	**	**	61%	**	60%	**	60%	**	**
Fairly certain	99	**	80	**	69	45	**	**	**	75	**	82	**	61	**	**
	31%	**	32%	**	31%	29%	**	**	**	30%	**	31%	**	32%	**	**
Not very certain	21	**	16	**	14	13	**	**	**	14	**	16	**	10	**	**
	7%	**	6%	**	6%	8%	**	**	**	6%	**	6%	**	5%	**	**
Don't know	7	**	5	**	5	3	**	**	**	7	**	7	**	4	**	**
	2%	**	2%	**	2%	2%	**	**	**	3%	**	3%	**	2%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	a	b
Unweighted total	269	24	226	51	199	140	110	29	12	97	172	120	149
Effective Weighted Sample	228	20	196	41	174	116	99	23	11	79	149	97	131
Total	315	19	265	48	236	150	134	19	11	102	212	126	189
Very certain	188	**	160	**	143	95	79	**	**	**	127	76	111
	60%	**	60%	**	61%	63%	59%	**	**	**	60%	61%	59%
Fairly certain	99	**	81	**	69	43	43	**	**	**	62	45	54
	31%	**	31%	**	29%	29%	32%	**	**	**	29%	36%	29%
Not very certain	21	**	18	**	18	12	6	**	**	**	18	3	18
	7%	**	7%	**	8%	8%	5%	**	**	**	8%	2%	10%
Don't know	7	**	5	**	5	-	5	**	**	**	5	2	5
	2%	**	2%	**	2%	-%	4%	**	**	**	3%	1%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	269	131	138	24	9	-	-	-	-	269	-	223	46
Effective Weighted Sample	228	108	120	15	6	-	-	-	-	228	-	189	39
Total	315	151	163	22	10	-	-	-	-	315	-	262	52
Very certain	188	86	102	**	**	**	**	**	**	188	**	152	**
	60%	57%	63%	**	**	**	**	**	**	60%	**	58%	**
Fairly certain	99	50	49	**	**	**	**	**	**	99	**	88	**
	31%	33%	30%	**	**	**	**	**	**	31%	**	34%	**
Not very certain	21	14	7	**	**	**	**	**	**	21	**	17	**
	7%	9%	4%	**	**	**	**	**	**	7%	**	7%	**
Don't know	7	2	5	**	**	**	**	**	**	7	**	5	**
	2%	1%	3%	**	**	**	**	**	**	2%	**	2%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	~b	c	d	~e	~f	~a	b	~c
Unweighted total	269	56	108	29	48	32	9	91	129	229	39	6	43	131	94
Effective Weighted Sample	228	52	102	27	40	25	6	74	112	191	35	5	33	111	83
Total	315	51	163	26	37	42	10	109	146	266	48	9	48	153	112
Very certain	188	**	95	**	**	**	**	**	102	159	**	**	**	90	**
	60%	**	59%	**	**	**	**	**	70%	60%	**	**	**	59%	**
Fairly certain	99	**	48	**	**	**	**	**	33	86	**	**	**	47	**
	31%	**	30%	**	**	**	**	**	23%	32%	**	**	**	31%	**
Not very certain	21	**	14	**	**	**	**	**	10	15	**	**	**	11	**
	7%	**	9%	**	**	**	**	**	7%	5%	**	**	**	7%	**
Don't know	7	**	5	**	**	**	**	**	1	6	**	**	**	5	**
	2%	**	3%	**	**	**	**	**	1%	2%	**	**	**	3%	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~a	~b	~c	~d	a	~b	~c	~d	~a	b	~c	~a	b
Unweighted total	269	138	129	96	78	43	50	221	27	10	11	38	108	95	77	142
Effective Weighted Sample	228	120	106	82	68	37	44	185	24	9	9	30	92	83	64	123
Total	315	165	147	103	95	65	50	254	33	15	13	43	132	112	83	170
Very certain	188	100	86	**	**	**	**	148	**	**	**	**	84	**	**	110
	60%	60%	58%	**	**	**	**	58%	**	**	**	**	64%	**	**	65%
Fairly certain	99	52	47	**	**	**	**	84	**	**	**	**	39	**	**	47
	31%	31%	32%	**	**	**	**	33%	**	**	**	**	30%	**	**	28%
Not very certain	21	10	11	**	**	**	**	19	**	**	**	**	8	**	**	9
	7%	6%	7%	**	**	**	**	8%	**	**	**	**	6%	**	**	6%
Don't know	7	3	4	**	**	**	**	3	**	**	**	**	1	**	**	4
	2%	2%	3%	**	**	**	**	1%	**	**	**	**	1%	**	**	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	584	34	419	94	359	264	189	55	30	415	128	454	89	334	209	84
Effective Weighted Sample	497	27	370	79	318	227	170	42	28	362	111	394	77	283	185	66
Total	662	36	505	105	436	306	236	42	31	496	113	531	78	359	250	75
Within the last 2 years	307	**	233	**	200	158	88	**	**	237	52	251	**	180	109	**
	46%	**	46%	**	46%	52%	37%	**	**	48%	46%	47%	**	50%	44%	**
						b										
Longer than 2 years ago	302	**	235	**	203	130	122	**	**	223	53	240	**	162	114	**
	46%	**	47%	**	46%	43%	52%	**	**	45%	47%	45%	**	45%	46%	**
Don't know	53	**	37	**	34	17	26	**	**	36	9	41	**	18	27	**
	8%	**	7%	**	8%	6%	11%	**	**	7%	8%	8%	**	5%	11%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	584	40	487	108	419	283	244	68	37	199	385	255	329
Effective Weighted Sample	497	34	423	92	365	241	214	53	32	165	333	212	286
Total	662	36	551	104	482	304	282	54	36	201	461	263	399
Within the last 2 years	307	**	261	56	227	170	112	**	**	86	220	117	189
	46%	**	47%	54%	47%	56%	40%	**	**	43%	48%	45%	47%
						b							
Longer than 2 years ago	302	**	249	43	219	118	143	**	**	96	206	120	182
	46%	**	45%	41%	45%	39%	51%	**	**	48%	45%	46%	46%
						a							
Don't know	53	**	40	5	37	15	27	**	**	19	35	25	28
	8%	**	7%	5%	8%	5%	9%	**	**	9%	7%	10%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	584	276	308	61	27	-	-	-	-	584	-	490	94
Effective Weighted Sample	497	227	270	41	21	-	-	-	-	497	-	416	81
Total	662	302	360	49	28	-	-	-	-	662	-	547	115
Within the last 2 years	307	167	139	**	**	**	**	**	**	307	**	277	**
	46%	55%	39%	**	**	**	**	**	**	46%	**	51%	**
		b											
Longer than 2 years ago	302	116	186	**	**	**	**	**	**	302	**	236	**
	46%	38%	52%	**	**	**	**	**	**	46%	**	43%	**
			a										
Don't know	53	19	34	**	**	**	**	**	**	53	**	34	**
	8%	6%	9%	**	**	**	**	**	**	8%	**	6%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	d	~e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	584	96	219	58	147	74	49	232	207	488	94	29	164	228	190
Effective Weighted Sample	497	90	208	54	121	59	39	190	183	412	83	25	127	197	170
Total	662	86	325	49	123	89	54	258	234	546	113	41	170	263	226
Within the last 2 years	307	**	160	**	60	**	**	134	101	259	**	**	88	121	95
	46%	**	49%	**	49%	**	**	52%	43%	47%	**	**	52%	46%	42%
Longer than 2 years ago	302	**	142	**	53	**	**	111	110	247	**	**	72	128	103
	46%	**	44%	**	43%	**	**	43%	47%	45%	**	**	42%	49%	45%
Don't know	53	**	23	**	10	**	**	13	23	40	**	**	10	14	29
	8%	**	7%	**	8%	**	**	5%	10%	7%	**	**	6%	5%	13% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	584	272	307	205	155	84	133	486	48	38	12	101	228	194	184	276
Effective Weighted Sample	497	229	265	175	136	73	112	411	43	32	10	82	199	167	154	240
Total	662	320	338	208	183	121	142	548	57	43	14	108	275	214	200	316
Within the last 2 years	307	156	149	111	86	**	53	244	**	**	**	47	128	103	93	150
	46%	49%	44%	53%	47%	**	37%	44%	**	**	**	44%	47%	48%	47%	48%
				d												
Longer than 2 years ago	302	151	150	83	86	**	71	258	**	**	**	54	126	99	90	144
	46%	47%	44%	40%	47%	**	50%	47%	**	**	**	50%	46%	46%	45%	46%
Don't know	53	13	40	14	11	**	18	46	**	**	**	7	21	12	16	22
	8%	4%	12%	7%	6%	**	13%	8%	**	**	**	6%	8%	6%	8%	7%
			a													

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	584	34	419	94	359	264	189	55	30	415	128	454	89	334	209	84
Effective Weighted Sample	497	27	370	79	318	227	170	42	28	362	111	394	77	283	185	66
Total	662	36	505	105	436	306	236	42	31	496	113	531	78	359	250	75
Yes	215	**	159	**	137	111	59	**	**	162	33	171	**	140	54	**
	32%	**	31%	**	31%	36%	25%	**	**	33%	29%	32%	**	39%	22%	**
														b		
No	397	**	306	**	263	172	159	**	**	292	73	315	**	196	170	**
	60%	**	61%	**	60%	56%	67%	**	**	59%	65%	59%	**	54%	68%	**
														a		
Don't know	50	**	41	**	36	23	18	**	**	42	7	45	**	23	26	**
	8%	**	8%	**	8%	8%	8%	**	**	9%	6%	9%	**	7%	11%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	584	40	487	108	419	283	244	68	37	199	385	255	329
Effective Weighted Sample	497	34	423	92	365	241	214	53	32	165	333	212	286
Total	662	36	551	104	482	304	282	54	36	201	461	263	399
Yes	215	**	173	33	152	109	77	**	**	67	148	86	128
	32%	**	31%	32%	32%	36%	27%	**	**	33%	32%	33%	32%
No	397	**	334	63	291	173	181	**	**	118	279	154	243
	60%	**	61%	60%	60%	57%	64%	**	**	59%	60%	59%	61%
Don't know	50	**	44	8	39	22	25	**	**	16	34	22	28
	8%	**	8%	8%	8%	7%	9%	**	**	8%	7%	9%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	584	276	308	61	27	-	-	-	-	584	-	490	94
Effective Weighted Sample	497	227	270	41	21	-	-	-	-	497	-	416	81
Total	662	302	360	49	28	-	-	-	-	662	-	547	115
Yes	215	121	93	**	**	**	**	**	**	215	**	193	**
	32%	40%	26%	**	**	**	**	**	**	32%	**	35%	**
		b											
No	397	162	235	**	**	**	**	**	**	397	**	313	**
	60%	54%	65%	**	**	**	**	**	**	60%	**	57%	**
			a										
Don't know	50	19	32	**	**	**	**	**	**	50	**	41	**
	8%	6%	9%	**	**	**	**	**	**	8%	**	7%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	d	~e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	584	96	219	58	147	74	49	232	207	488	94	29	164	228	190
Effective Weighted Sample	497	90	208	54	121	59	39	190	183	412	83	25	127	197	170
Total	662	86	325	49	123	89	54	258	234	546	113	41	170	263	226
Yes	215	**	110	**	38	**	**	87	74	180	**	**	64	79	69
	32%	**	34%	**	31%	**	**	34%	31%	33%	**	**	38%	30%	30%
No	397	**	188	**	79	**	**	154	138	321	**	**	92	160	145
	60%	**	58%	**	64%	**	**	60%	59%	59%	**	**	54%	61%	64%
Don't know	50	**	26	**	6	**	**	17	22	45	**	**	14	24	13
	8%	**	8%	**	5%	**	**	7%	10%	8%	**	**	8%	9%	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	584	272	307	205	155	84	133	486	48	38	12	101	228	194	184	276
Effective Weighted Sample	497	229	265	175	136	73	112	411	43	32	10	82	199	167	154	240
Total	662	320	338	208	183	121	142	548	57	43	14	108	275	214	200	316
Yes	215	100	113	76	64	**	44	175	**	**	**	38	87	61	68	107
	32%	31%	33%	37%	35%	**	31%	32%	**	**	**	35%	32%	29%	34%	34%
No	397	198	197	114	110	**	85	331	**	**	**	63	182	123	110	191
	60%	62%	58%	55%	60%	**	60%	60%	**	**	**	58%	66%	57%	55%	61%
Don't know	50	22	28	17	9	**	12	42	**	**	**	8	6	30	21	18
	8%	7%	8%	8%	5%	**	9%	8%	**	**	**	7%	2%	14%	11%	6%
														b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1413	70	1060	189	941	651	479	151	84	1000	325	1085	240	812	513	212
Effective Weighted Sample	1202	54	935	157	832	561	428	112	76	866	287	935	212	685	451	169
Total	1601	77	1275	210	1143	757	595	131	100	1204	287	1279	212	875	616	206
VERY CERTAIN IN CONTRACT	751	**	618	71	574	357	288	78	**	556	145	589	112	401	300	109
	47%	**	48%	34%	50% a	47%	48%	60% a	**	46%	51%	46%	53%	46%	49%	53%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	447	**	325	74	278	215	136	36	**	335	76	356	54	256	155	58
	28%	**	25%	35% b	24%	28%	23%	28%	**	28%	26%	28%	26%	29%	25%	28%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	144	**	120	22	104	57	69	5	**	107	26	117	16	67	66	9
	9%	**	9%	11%	9%	8%	12% c	3%	**	9%	9%	9%	8%	8%	11% c	5%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	**	60	9	55	34	30	1	**	54	12	58	8	37	30	7
	4%	**	5%	4%	5%	4%	5%	1%	**	5%	4%	5%	4%	4%	5%	3%
VERY CERTAIN OUT OF CONTRACT	188	**	153	34	132	95	72	10	**	151	28	158	22	114	66	22
	12%	**	12%	16%	12%	12%	12%	8%	**	13%	10%	12%	10%	13%	11%	11%
SUMMARY																
IN CONTRACT	1198	**	943	145	852	572	424	114	**	891	221	946	166	657	455	168
	75%	**	74%	69%	75%	76%	71%	88% ab	**	74%	77%	74%	78%	75%	74%	81%
OUT OF CONTRACT	259	**	212	43	188	128	102	12	**	206	40	216	30	151	95	29
	16%	**	17%	20%	16%	17%	17%	9%	**	17%	14%	17%	14%	17%	15%	14%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1413	114	1203	253	1064	745	572	193	108	456	957	568	845
Effective Weighted Sample	1202	93	1042	209	927	630	502	149	94	386	823	478	731
Total	1601	96	1371	233	1234	802	665	166	116	457	1143	577	1024
VERY CERTAIN IN CONTRACT	751	46	661	98	609	403	304	99	71	196	555	237	513
	47%	48%	48%	42%	49%	50%	46%	60%	62%	43%	49%	41%	50%
								b	b				a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	447	29	365	76	318	228	166	48	31	133	314	179	267
	28%	30%	27%	33%	26%	28%	25%	29%	26%	29%	27%	31%	26%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	144	4	123	21	107	49	79	4	4	44	100	59	85
	9%	5%	9%	9%	9%	6%	12%	3%	4%	10%	9%	10%	8%
							ac						
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	2	62	7	57	27	37	2	1	24	48	25	46
	4%	2%	5%	3%	5%	3%	6%	1%	1%	5%	4%	4%	5%
							c						
VERY CERTAIN OUT OF CONTRACT	188	14	160	31	143	95	79	13	8	60	127	76	111
	12%	15%	12%	13%	12%	12%	12%	8%	7%	13%	11%	13%	11%

SUMMARY

IN CONTRACT	1198	75	1026	174	928	631	470	147	102	329	869	417	781
	75%	78%	75%	75%	75%	79%	71%	88%	88%	72%	76%	72%	76%
						b		ab	b				
OUT OF CONTRACT	259	16	222	38	200	122	116	15	10	84	175	101	157
	16%	17%	16%	16%	16%	15%	17%	9%	8%	18%	15%	18%	15%
							c						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 35

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1413	673	740	172	79	-	-	-	-	1413	-	1156	257
Effective Weighted Sample	1202	558	644	127	65	-	-	-	-	1202	-	978	225
Total	1601	740	860	149	83	-	-	-	-	1601	-	1292	309
VERY CERTAIN IN CONTRACT	751	352	399	88	**	**	**	**	**	751	**	593	158
	47%	48%	46%	59%	**	**	**	**	**	47%	**	46%	51%
				ab									
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	447	235	212	44	**	**	**	**	**	447	**	395	51
	28%	32%	25%	30%	**	**	**	**	**	28%	**	31%	17%
		b										b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	144	36	108	3	**	**	**	**	**	144	**	90	53
	9%	5%	13%	2%	**	**	**	**	**	9%	**	7%	17%
			ac										a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	32	40	2	**	**	**	**	**	71	**	61	11
	4%	4%	5%	1%	**	**	**	**	**	4%	**	5%	3%
VERY CERTAIN OUT OF CONTRACT	188	86	102	12	**	**	**	**	**	188	**	152	36
	12%	12%	12%	8%	**	**	**	**	**	12%	**	12%	12%
SUMMARY													
IN CONTRACT	1198	587	610	132	**	**	**	**	**	1198	**	989	209
	75%	79%	71%	88%	**	**	**	**	**	75%	**	77%	68%
		b		ab								b	
OUT OF CONTRACT	259	117	142	14	**	**	**	**	**	259	**	212	46
	16%	16%	16%	10%	**	**	**	**	**	16%	**	16%	15%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 35

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1413	248	549	173	307	158	87	534	536	1157	253	66	319	584	507
Effective Weighted Sample	1202	232	518	161	250	126	70	436	471	975	225	57	251	496	452
Total	1601	225	813	150	251	184	90	606	608	1304	292	83	342	654	600
VERY CERTAIN IN CONTRACT	751	105	393	82	111	70	**	292	272	599	152	**	150	302	299
	47%	47%	48%	55%	44%	38%	**	48%	45%	46%	52%	**	44%	46%	50%
				e											
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	447	49	218	29	91	66	**	188	154	383	61	**	136	174	134
	28%	22%	27%	19%	36%	36%	**	31%	25%	29%	21%	**	40%	27%	22%
					abc	ac		e		e			bc		
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	144	26	69	14	23	14	**	42	54	105	39	**	26	48	70
	9%	11%	9%	9%	9%	8%	**	7%	9%	8%	13%	**	7%	7%	12%
											bd				
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	12	37	6	9	8	**	28	27	59	12	**	8	41	23
	4%	5%	5%	4%	4%	5%	**	5%	4%	5%	4%	**	2%	6%	4%
														a	
VERY CERTAIN OUT OF CONTRACT	188	34	95	19	18	24	**	56	102	159	27	**	23	90	74
	12%	15%	12%	12%	7%	13%	**	9%	17%	12%	9%	**	7%	14%	12%
		d							be					a	a
SUMMARY															
IN CONTRACT	1198	154	611	111	202	137	**	479	426	982	213	**	286	476	433
	75%	68%	75%	74%	80%	74%	**	79%	70%	75%	73%	**	84%	73%	72%
					a			c					bc		
OUT OF CONTRACT	259	45	132	25	27	33	**	85	128	218	40	**	30	130	97
	16%	20%	16%	16%	11%	18%	**	14%	21%	17%	14%	**	9%	20%	16%
		d							b					a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	722	679	474	385	222	323	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	612	582	406	338	193	281	976	110	78	39	186	487	419	365	631
Total	1601	848	741	479	448	328	334	1293	154	104	50	245	673	536	471	845
VERY CERTAIN IN CONTRACT	751	428	317	216	208	166	159	597	76	**	**	113	314	255	218	419
	47%	50% b	43%	45%	46%	51%	48%	46%	49%	**	**	46%	47%	47%	46%	50%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	447	219	226	152	126	80	86	365	36	**	**	74	190	137	141	217
	28%	26%	30%	32%	28%	24%	26%	28%	24%	**	**	30%	28%	26%	30%	26%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	144	61	81	31	40	27	42	124	14	**	**	23	57	52	47	64
	9%	7%	11%	7%	9%	8%	13% a	10%	9%	**	**	9%	9%	10%	10%	8%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	40	31	24	18	14	14	58	7	**	**	11	27	25	11	34
	4%	5%	4%	5%	4%	4%	4%	5%	4%	**	**	4%	4%	5%	2%	4%
VERY CERTAIN OUT OF CONTRACT	188	100	86	55	58	41	33	148	22	**	**	24	84	67	54	110
	12%	12%	12%	11%	13%	13%	10%	11%	14%	**	**	10%	13%	13%	11%	13%
SUMMARY																
IN CONTRACT	1198	647	543	369	333	245	245	962	112	**	**	187	504	392	359	636
	75%	76%	73%	77%	74%	75%	73%	74%	73%	**	**	76%	75%	73%	76%	75%
OUT OF CONTRACT	259	140	117	79	75	55	47	207	29	**	**	35	112	92	65	144
	16%	17%	16%	17%	17%	17%	14%	16%	19%	**	**	14%	17%	17%	14%	17%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1413	70	1060	189	941	651	479	151	84	1000	325	1085	240	812	513	212
Effective Weighted Sample	1202	54	935	157	832	561	428	112	76	866	287	935	212	685	451	169
Total	1601	77	1275	210	1143	757	595	131	100	1204	287	1279	212	875	616	206
TOTAL IN CONTRACT	1043	**	838	121	763	501	383	104	**	779	195	822	153	564	411	147
	65%	**	66%	58%	67%	66%	64%	80%	**	65%	68%	64%	72%	65%	67%	71%
VERY CERTAIN	751	**	618	71	574	357	288	78	**	556	145	589	112	401	300	109
	47%	**	48%	34%	50%	47%	48%	60%	**	46%	51%	46%	53%	46%	49%	53%
					a			a								
NOT 'VERY CERTAIN'	292	**	220	51	189	144	95	26	**	223	50	233	41	163	110	38
	18%	**	17%	24%	17%	19%	16%	20%	**	19%	18%	18%	19%	19%	18%	18%
TOTAL OUT OF CONTRACT	315	**	254	56	220	155	121	16	**	248	48	263	33	190	107	37
	20%	**	20%	27%	19%	20%	20%	12%	**	21%	17%	21%	16%	22%	17%	18%
VERY CERTAIN	188	**	153	34	132	95	72	10	**	151	28	158	22	114	66	22
	12%	**	12%	16%	12%	12%	12%	8%	**	13%	10%	12%	10%	13%	11%	11%
NOT 'VERY CERTAIN'	127	**	101	23	87	61	49	6	**	97	20	105	12	75	41	15
	8%	**	8%	11%	8%	8%	8%	5%	**	8%	7%	8%	5%	9%	7%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	157	**	117	16	107	73	50	6	**	108	32	122	19	87	53	18
	10%	**	9%	7%	9%	10%	8%	5%	**	9%	11%	10%	9%	10%	9%	9%
NOT SURE IF EVER HAD A CONTRACT	86	**	67	17	54	29	41	4	**	68	11	72	7	33	45	4
	5%	**	5%	8%	5%	4%	7%	3%	**	6%	4%	6%	3%	4%	7%	2%
															ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1413	114	1203	253	1064	745	572	193	108	456	957	568	845
Effective Weighted Sample	1202	93	1042	209	927	630	502	149	94	386	823	478	731
Total	1601	96	1371	233	1234	802	665	166	116	457	1143	577	1024
TOTAL IN CONTRACT	1043	64	905	150	819	548	420	134	94	279	764	351	692
	65%	67%	66%	64%	66%	68%	63%	80%	82%	61%	67%	61%	68%
								ab	ab				
VERY CERTAIN	751	46	661	98	609	403	304	99	71	196	555	237	513
	47%	48%	48%	42%	49%	50%	46%	60%	62%	43%	49%	41%	50%
								b	b				a
NOT 'VERY CERTAIN'	292	18	244	52	209	146	116	35	23	83	209	114	178
	18%	19%	18%	22%	17%	18%	17%	21%	20%	18%	18%	20%	17%
TOTAL OUT OF CONTRACT	315	19	265	48	236	150	134	19	11	102	212	126	189
	20%	20%	19%	21%	19%	19%	20%	11%	9%	22%	19%	22%	18%
							cd						
VERY CERTAIN	188	14	160	31	143	95	79	13	8	60	127	76	111
	12%	15%	12%	13%	12%	12%	12%	8%	7%	13%	11%	13%	11%
NOT 'VERY CERTAIN'	127	5	105	17	93	55	55	6	2	42	85	50	77
	8%	5%	8%	7%	8%	7%	8%	4%	2%	9%	7%	9%	8%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	157	8	128	19	117	73	63	9	7	45	112	61	96
	10%	9%	9%	8%	10%	9%	9%	5%	6%	10%	10%	11%	9%
NOT SURE IF EVER HAD A CONTRACT	86	4	74	16	62	30	48	5	3	31	55	38	48
	5%	5%	5%	7%	5%	4%	7%	3%	3%	7%	5%	7%	5%
							a						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b	YES a	NO b
Significance Level: 99%													
Unweighted total	1413	673	740	172	79	-	-	-	-	1413	-	1156	257
Effective Weighted Sample	1202	558	644	127	65	-	-	-	-	1202	-	978	225
Total	1601	740	860	149	83	-	-	-	-	1601	-	1292	309
TOTAL IN CONTRACT	1043	497	546	118	**	**	**	**	**	1043	**	851	192
	65%	67%	63%	79%	**	**	**	**	**	65%	**	66%	62%
				ab									
VERY CERTAIN	751	352	399	88	**	**	**	**	**	751	**	593	158
	47%	48%	46%	59%	**	**	**	**	**	47%	**	46%	51%
				ab									
NOT 'VERY CERTAIN'	292	145	147	30	**	**	**	**	**	292	**	258	34
	18%	20%	17%	20%	**	**	**	**	**	18%	**	20%	11%
												b	
TOTAL OUT OF CONTRACT	315	151	163	22	**	**	**	**	**	315	**	262	52
	20%	20%	19%	15%	**	**	**	**	**	20%	**	20%	17%
VERY CERTAIN	188	86	102	12	**	**	**	**	**	188	**	152	36
	12%	12%	12%	8%	**	**	**	**	**	12%	**	12%	12%
NOT 'VERY CERTAIN'	127	66	61	10	**	**	**	**	**	127	**	110	17
	8%	9%	7%	6%	**	**	**	**	**	8%	**	9%	5%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	157	69	88	9	**	**	**	**	**	157	**	126	31
	10%	9%	10%	6%	**	**	**	**	**	10%	**	10%	10%
NOT SURE IF EVER HAD A CONTRACT	86	22	64	*	**	**	**	**	**	86	**	53	33
	5%	3%	7%	1%	**	**	**	**	**	5%	**	4%	11%
			ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1413	248	549	173	307	158	87	534	536	1157	253	66	319	584	507
Effective Weighted Sample	1202	232	518	161	250	126	70	436	471	975	225	57	251	496	452
Total	1601	225	813	150	251	184	90	606	608	1304	292	83	342	654	600
TOTAL IN CONTRACT	1043	137	540	101	172	108	**	418	380	853	190	**	232	419	391
	65%	61%	66%	67%	68%	59%	**	69%	62%	65%	65%	**	68%	64%	65%
VERY CERTAIN	751	105	393	82	111	70	**	292	272	599	152	**	150	302	299
	47%	47%	48%	55%	44%	38%	**	48%	45%	46%	52%	**	44%	46%	50%
				e											
NOT 'VERY CERTAIN'	292	32	147	19	61	37	**	126	108	254	38	**	83	117	92
	18%	14%	18%	12%	24%	20%	**	21%	18%	19%	13%	**	24%	18%	15%
					ac			e					c		
TOTAL OUT OF CONTRACT	315	51	163	26	37	42	**	109	146	266	48	**	48	153	112
	20%	23%	20%	17%	15%	23%	**	18%	24%	20%	16%	**	14%	23%	19%
													a		
VERY CERTAIN	188	34	95	19	18	24	**	56	102	159	27	**	23	90	74
	12%	15%	12%	12%	7%	13%	**	9%	17%	12%	9%	**	7%	14%	12%
		d						be					a	a	
NOT 'VERY CERTAIN'	127	17	67	7	20	18	**	53	44	106	21	**	25	64	38
	8%	8%	8%	5%	8%	10%	**	9%	7%	8%	7%	**	7%	10%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	157	19	72	18	27	24	**	52	56	125	29	**	43	56	55
	10%	8%	9%	12%	11%	13%	**	9%	9%	10%	10%	**	13%	9%	9%
NOT SURE IF EVER HAD A CONTRACT	86	18	39	5	16	10	**	27	26	61	25	**	19	26	41
	5%	8%	5%	4%	6%	5%	**	4%	4%	5%	9%	**	6%	4%	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	722	679	474	385	222	323	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	612	582	406	338	193	281	976	110	78	39	186	487	419	365	631
Total	1601	848	741	479	448	328	334	1293	154	104	50	245	673	536	471	845
TOTAL IN CONTRACT	1043	575	462	315	298	217	210	835	102	**	**	159	449	341	301	575
	65%	68%	62%	66%	66%	66%	63%	65%	66%	**	**	65%	67%	64%	64%	68%
VERY CERTAIN	751	428	317	216	208	166	159	597	76	**	**	113	314	255	218	419
	47%	50%	43%	45%	46%	51%	48%	46%	49%	**	**	46%	47%	47%	46%	50%
		b														
NOT 'VERY CERTAIN'	292	147	144	98	90	52	51	238	27	**	**	46	135	86	83	156
	18%	17%	19%	21%	20%	16%	15%	18%	17%	**	**	19%	20%	16%	18%	19%
TOTAL OUT OF CONTRACT	315	165	147	103	95	65	50	254	33	**	**	43	132	112	83	170
	20%	19%	20%	21%	21%	20%	15%	20%	21%	**	**	18%	20%	21%	18%	20%
VERY CERTAIN	188	100	86	55	58	41	33	148	22	**	**	24	84	67	54	110
	12%	12%	12%	11%	13%	13%	10%	11%	14%	**	**	10%	13%	13%	11%	13%
NOT 'VERY CERTAIN'	127	65	62	48	37	24	17	106	11	**	**	19	48	44	30	60
	8%	8%	8%	10%	8%	7%	5%	8%	7%	**	**	8%	7%	8%	6%	7%
				d												
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	157	70	84	45	37	32	40	130	11	**	**	28	62	53	58	66
	10%	8%	11%	9%	8%	10%	12%	10%	7%	**	**	11%	9%	10%	12%	8%
NOT SURE IF EVER HAD A CONTRACT	86	38	48	16	19	14	34	73	8	**	**	15	30	30	29	33
	5%	4%	6%	3%	4%	4%	10%	6%	5%	**	**	6%	4%	6%	6%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	549	-	549	36	513	332	217	62	40	520	-	520	-	274	246	62
Effective Weighted Sample	518	-	518	35	484	311	208	52	38	491	-	491	-	257	234	55
Total	813	-	813	57	756	477	336	74	59	772	-	772	-	401	371	85
ALL SERVICES IN CONTRACT	574	**	574	**	537	347	228	**	**	542	**	542	**	285	258	**
	71%	**	71%	**	71%	73%	68%	**	**	70%	**	70%	**	71%	69%	**
ALL SERVICES OUT OF CONTRACT	104	**	104	**	97	61	43	**	**	104	**	104	**	51	53	**
	13%	**	13%	**	13%	13%	13%	**	**	13%	**	13%	**	13%	14%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	91	**	91	**	84	42	49	**	**	86	**	86	**	41	45	**
	11%	**	11%	**	11%	9%	15%	**	**	11%	**	11%	**	10%	12%	**
MIX OF SERVICES IN & OUT OF CONTRACT	45	**	45	**	38	28	17	**	**	40	**	40	**	24	16	**
	5%	**	5%	**	5%	6%	5%	**	**	5%	**	5%	**	6%	4%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	549	-	549	30	519	301	248	60	39	-	549	38	511
Effective Weighted Sample	518	-	518	29	489	281	237	50	37	-	518	36	482
Total	813	-	813	47	766	434	379	70	56	-	813	58	755
ALL SERVICES IN CONTRACT	574	**	574	**	544	326	249	**	**	**	574	**	534
	71%	**	71%	**	71%	75%	66%	**	**	**	71%	**	71%
ALL SERVICES OUT OF CONTRACT	104	**	104	**	98	48	56	**	**	**	104	**	98
	13%	**	13%	**	13%	11%	15%	**	**	**	13%	**	13%
ANY SERVICES UNSURE OF CONTRACT STATUS	91	**	91	**	86	34	57	**	**	**	91	**	85
	11%	**	11%	**	11%	8%	15%	**	**	**	11%	**	11%
						a							
MIX OF SERVICES IN & OUT OF CONTRACT	45	**	45	**	38	26	18	**	**	**	45	**	38
	5%	**	5%	**	5%	6%	5%	**	**	**	5%	**	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b	YES a	NO b
Significance Level: 99%													
Unweighted total	549	264	285	48	30	-	-	-	-	549	-	428	121
Effective Weighted Sample	518	245	273	40	28	-	-	-	-	518	-	403	115
Total	813	380	433	55	42	-	-	-	-	813	-	640	173
ALL SERVICES IN CONTRACT	574	282	293	**	**	**	**	**	**	574	**	451	123
	71%	74%	68%	**	**	**	**	**	**	71%	**	71%	71%
ALL SERVICES OUT OF CONTRACT	104	48	56	**	**	**	**	**	**	104	**	88	16
	13%	13%	13%	**	**	**	**	**	**	13%	**	14%	9%
ANY SERVICES UNSURE OF CONTRACT STATUS	91	28	63	**	**	**	**	**	**	91	**	60	31
	11%	7%	15%	**	**	**	**	**	**	11%	**	9%	18%
			a										
MIX OF SERVICES IN & OUT OF CONTRACT	45	23	22	**	**	**	**	**	**	45	**	41	4
	5%	6%	5%	**	**	**	**	**	**	5%	**	6%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	549	-	549	-	-	-	16	178	237	431	116	31	84	224	239
Effective Weighted Sample	518	-	518	-	-	-	14	166	227	405	112	29	76	211	230
Total	813	-	813	-	-	-	20	282	348	649	161	42	129	336	346
ALL SERVICES IN CONTRACT	574	**	574	**	**	**	**	198	243	457	116	**	**	222	248
	71%	**	71%	**	**	**	**	70%	70%	70%	72%	**	**	66%	72%
ALL SERVICES OUT OF CONTRACT	104	**	104	**	**	**	**	35	52	87	15	**	**	62	34
	13%	**	13%	**	**	**	**	13%	15%	13%	9%	**	**	18%	10%
														c	
ANY SERVICES UNSURE OF CONTRACT STATUS	91	**	91	**	**	**	**	30	33	65	26	**	**	30	48
	11%	**	11%	**	**	**	**	11%	9%	10%	16%	**	**	9%	14%
MIX OF SERVICES IN & OUT OF CONTRACT	45	**	45	**	**	**	**	19	20	40	4	**	**	22	17
	5%	**	5%	**	**	**	**	7%	6%	6%	3%	**	**	7%	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	549	277	267	164	167	84	129	444	58	27	20	83	234	191	167	298
Effective Weighted Sample	518	262	253	158	162	79	127	419	55	26	19	77	220	183	156	284
Total	813	430	377	222	251	163	169	655	91	39	28	120	356	279	234	452
ALL SERVICES IN CONTRACT	574	305	264	160	172	**	120	468	**	**	**	**	247	190	158	327
	71%	71%	70%	72%	68%	**	71%	71%	**	**	**	**	69%	68%	68%	72%
ALL SERVICES OUT OF CONTRACT	104	58	44	38	35	**	11	79	**	**	**	**	44	48	22	65
	13%	14%	12%	17% d	14%	**	6%	12%	**	**	**	**	12%	17%	9%	14%
ANY SERVICES UNSURE OF CONTRACT STATUS	91	39	52	14	26	**	32	76	**	**	**	**	45	27	35	43
	11%	9%	14%	6%	10%	**	19% a	12%	**	**	**	**	13%	10%	15%	10%
MIX OF SERVICES IN & OUT OF CONTRACT	45	28	17	10	18	**	6	32	**	**	**	**	21	13	18	17
	5%	6%	4%	4%	7%	**	4%	5%	**	**	**	**	6%	5%	8%	4%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	933	-	933	139	794	515	418	134	98	844	22	861	5	531	335	102
Effective Weighted Sample	874	-	874	130	744	480	395	118	94	792	21	807	5	496	316	95
Total	749	-	749	113	636	403	346	96	80	673	22	690	5	422	273	81
BOTH SERVICES IN CONTRACT	566	**	566	75	491	325	241	89	**	509	**	524	**	332	196	68
	76%	**	76%	67%	77% a	81% b	70%	93% ab	**	76%	**	76%	**	79%	72%	83%
BOTH SERVICES OUT OF CONTRACT	91	**	91	16	74	47	44	3	**	82	**	84	**	50	34	7
	12%	**	12%	14%	12%	12% c	13% c	3%	**	12%	**	12%	**	12%	13%	9%
ANY SERVICES UNSURE OF CONTRACT STATUS	75	**	75	16	59	22	53	1	**	67	**	67	**	32	36	3
	10%	**	10%	14%	9%	5%	15% ac	1%	**	10%	**	10%	**	8%	13% ac	4%
MIX OF SERVICES IN & OUT OF CONTRACT	17	**	17	5	11	9	8	3	**	15	**	15	**	8	7	3
	2%	**	2%	5%	2%	2%	2%	3%	**	2%	**	2%	**	2%	3%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	933	-	933	139	794	545	388	148	107	226	22	243	5
Effective Weighted Sample	874	-	874	130	744	507	367	131	101	212	21	227	5
Total	749	-	749	113	636	432	317	107	86	202	22	219	5
BOTH SERVICES IN CONTRACT	566	**	566	75	491	348	218	97	81	143	**	158	**
	76%	**	76%	67%	77%	81%	69%	91%	94%	71%	**	72%	**
					a	b		ab	ab				
BOTH SERVICES OUT OF CONTRACT	91	**	91	16	74	52	39	3	2	25	**	27	**
	12%	**	12%	14%	12%	12%	12%	2%	3%	12%	**	12%	**
						cd	cd						
ANY SERVICES UNSURE OF CONTRACT STATUS	75	**	75	16	59	22	53	2	1	24	**	25	**
	10%	**	10%	14%	9%	5%	17%	2%	1%	12%	**	11%	**
							acd						
MIX OF SERVICES IN & OUT OF CONTRACT	17	**	17	5	11	9	8	5	2	10	**	10	**
	2%	**	2%	5%	2%	2%	2%	5%	2%	5%	**	4%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	933	75	173	18	10	123	302	18	17	248	425	646	287
Effective Weighted Sample	874	67	166	15	9	118	291	17	16	232	409	605	270
Total	749	63	161	12	8	100	242	15	14	225	342	528	221
BOTH SERVICES IN CONTRACT	566	**	117	**	**	75	185	**	**	162	260	405	161
	76%	**	72%	**	**	75%	76%	**	**	72%	76%	77%	73%
BOTH SERVICES OUT OF CONTRACT	91	**	17	**	**	16	32	**	**	27	47	65	26
	12%	**	11%	**	**	16%	13%	**	**	12%	14%	12%	12%
ANY SERVICES UNSURE OF CONTRACT STATUS	75	**	23	**	**	8	24	**	**	26	32	45	30
	10%	**	14%	**	**	8%	10%	**	**	12%	9%	9%	13%
MIX OF SERVICES IN & OUT OF CONTRACT	17	**	5	**	**	1	2	**	**	10	3	12	4
	2%	**	3%	**	**	1%	1%	**	**	4% b	1%	2%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	933	933	-	-	22	-	25	277	382	684	248	62	153	348	431
Effective Weighted Sample	874	874	-	-	21	-	23	255	363	639	236	59	140	325	410
Total	749	749	-	-	22	-	19	240	301	560	187	46	124	290	334
BOTH SERVICES IN CONTRACT	566	566	**	**	**	**	**	183	225	422	143	**	99	213	253
	76%	76%	**	**	**	**	**	77%	75%	75%	77%	**	80%	73%	76%
BOTH SERVICES OUT OF CONTRACT	91	91	**	**	**	**	**	31	39	71	19	**	11	44	36
	12%	12%	**	**	**	**	**	13%	13%	13%	10%	**	9%	15%	11%
ANY SERVICES UNSURE OF CONTRACT STATUS	75	75	**	**	**	**	**	19	30	53	22	**	10	26	39
	10%	10%	**	**	**	**	**	8%	10%	9%	12%	**	8%	9%	12%
MIX OF SERVICES IN & OUT OF CONTRACT	17	17	**	**	**	**	**	6	7	14	3	**	3	8	5
	2%	2%	**	**	**	**	**	3%	2%	3%	1%	**	3%	3%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	933	492	434	300	266	131	229	747	102	52	32	118	393	335	251	527
Effective Weighted Sample	874	463	406	289	256	125	221	699	95	50	30	109	363	321	233	496
Total	749	404	338	226	215	143	159	593	85	43	27	95	313	271	195	428
BOTH SERVICES IN CONTRACT	566	308	253	165	164	117	116	455	64	**	**	70	247	193	146	328
	76%	76%	75%	73%	76%	81%	73%	77%	76%	**	**	74%	79%	71%	75%	77%
BOTH SERVICES OUT OF CONTRACT	91	51	40	30	29	15	15	70	9	**	**	12	30	43	20	55
	12%	13%	12%	13%	14%	10%	10%	12%	11%	**	**	13%	10%	16%	10%	13%
ANY SERVICES UNSURE OF CONTRACT STATUS	75	38	36	27	16	9	22	60	7	**	**	11	29	30	22	41
	10%	9%	11%	12%	8%	6%	14%	10%	8%	**	**	11%	9%	11%	11%	9%
MIX OF SERVICES IN & OUT OF CONTRACT	17	7	9	3	6	3	5	8	4	**	**	2	7	6	7	5
	2%	2%	3%	2%	3%	2%	3%	1%	5% a	**	**	2%	2%	2%	3%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2620	192	1383	380	1195	991	584	278	152	1938	413	2076	275	1546	805	444
Effective Weighted Sample	2179	140	1188	299	1027	819	506	208	132	1619	365	1737	241	1284	687	357
Total	2609	199	1444	385	1258	999	644	215	157	1982	357	2101	238	1506	833	430
Netflix	2050	137	1153	287	1003	781	510	164	128	1570	279	1668	181	1156	693	328
	79%	69%	80%	75%	80%	78%	79%	77%	81%	79%	78%	79%	76%	77%	83%	76%
			a												ac	
Amazon Prime Video	1608	109	974	233	850	661	422	131	95	1223	252	1304	171	978	497	254
	62%	55%	67%	60%	68%	66%	66%	61%	60%	62%	71%	62%	72%	65%	60%	59%
			a								a		a			
Disney+	947	49	488	114	423	333	204	81	55	733	130	774	89	577	285	180
	36%	25%	34%	30%	34%	33%	32%	38%	35%	37%	36%	37%	37%	38%	34%	42%
																b
NOW/ NOW Broadband	348	33	177	51	158	133	76	40	26	269	39	280	28	214	94	56
	13%	17%	12%	13%	13%	13%	12%	19%	16%	14%	11%	13%	12%	14%	11%	13%
								b								
Apple TV+	288	38	103	53	89	100	41	26	13	202	40	211	31	197	45	73
	11%	19%	7%	14%	7%	10%	6%	12%	8%	10%	11%	10%	13%	13%	5%	17%
		b		b				b						b		b
ITV Hub+	184	20	61	26	55	60	21	22	15	135	27	139	24	118	45	50
	7%	10%	4%	7%	4%	6%	3%	10%	10%	7%	8%	7%	10%	8%	5%	12%
		b						b	b							b
YouView	168	21	58	29	49	61	17	19	13	121	27	127	21	117	32	49
	6%	10%	4%	8%	4%	6%	3%	9%	9%	6%	8%	6%	9%	8%	4%	11%
		b		b		b		b	b					b		b
Britbox	154	20	76	38	58	68	28	20	12	103	25	113	16	86	42	33
	6%	10%	5%	10%	5%	7%	4%	9%	8%	5%	7%	5%	7%	6%	5%	8%
		b		b				b								
All4+ (premium service with no adverts)	120	20	46	24	43	51	16	18	10	77	25	80	22	73	29	33
	5%	10%	3%	6%	3%	5%	3%	9%	6%	4%	7%	4%	9%	5%	3%	8%
		b						b			a		a			b
Hayu	82	7	31	11	27	25	13	10	3	64	10	65	10	55	19	17
	3%	3%	2%	3%	2%	3%	2%	5%	2%	3%	3%	3%	4%	4%	2%	4%
Eurosport Player	77	14	27	19	21	36	5	14	6	48	7	49	6	49	6	19
	3%	7%	2%	5%	2%	4%	1%	6%	4%	2%	2%	2%	2%	3%	1%	5%
		b		b		b		b	b					b		b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2620	192	1383	380	1195	991	584	278	152	1938	413	2076	275	1546	805	444
Effective Weighted Sample	2179	140	1188	299	1027	819	506	208	132	1619	365	1737	241	1284	687	357
Total	2609	199	1444	385	1258	999	644	215	157	1982	357	2101	238	1506	833	430
Eleven Sports	52	10	11	11	11	22	-	8	3	34	7	35	6	40	1	20
	2%	5%	1%	3%	1%	2%	-%	4%	2%	2%	2%	2%	2%	3%	***	5%
		b		b		b		b	b					b		b
Other supplier	62	5	39	11	33	22	22	6	6	46	10	51	5	29	26	3
	2%	3%	3%	3%	3%	2%	3%	3%	4%	2%	3%	2%	2%	2%	3%	1%
															c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2620	437	1553	661	1329	1219	771	347	202	373	783	469	687
Effective Weighted Sample	2179	362	1325	551	1136	1023	653	279	175	320	665	397	587
Total	2609	344	1564	545	1362	1147	761	279	189	370	922	472	820
Netflix	2050	283	1257	454	1086	920	620	227	153	287	758	367	678
	79%	82%	80%	83%	80%	80%	81%	81%	81%	78%	82%	78%	83%
Amazon Prime Video	1608	216	1056	350	921	780	492	180	121	251	602	308	545
	62%	63%	68%	64%	68%	68%	65%	65%	64%	68%	65%	65%	66%
Disney+	947	146	533	220	459	432	247	122	77	148	343	183	308
	36%	42%	34%	40%	34%	38%	32%	44%	41%	40%	37%	39%	38%
		b		b				b					
NOW/ NOW Broadband	348	62	197	82	176	173	86	44	26	54	112	64	102
	13%	18%	13%	15%	13%	15%	11%	16%	14%	15%	12%	14%	12%
		b											
Apple TV+	288	45	112	63	94	107	49	34	18	56	77	63	69
	11%	13%	7%	12%	7%	9%	6%	12%	9%	15%	8%	13%	8%
		b		b				b		b		b	
ITV Hub+	184	32	73	42	63	73	32	33	20	42	51	50	43
	7%	9%	5%	8%	5%	6%	4%	12%	11%	11%	6%	11%	5%
		b		b				ab	b	b		b	
YouView	168	32	67	44	55	69	30	34	20	36	45	40	41
	6%	9%	4%	8%	4%	6%	4%	12%	11%	10%	5%	8%	5%
		b		b				ab	b	b			
Britbox	154	28	75	45	57	68	35	20	8	37	51	46	42
	6%	8%	5%	8%	4%	6%	5%	7%	4%	10%	6%	10%	5%
		b		b						b		b	
All4+ (premium service with no adverts)	120	18	52	23	46	46	23	21	14	33	34	38	29
	5%	5%	3%	4%	3%	4%	3%	7%	8%	9%	4%	8%	4%
								ab	b	b		b	
Hayu	82	16	30	21	25	25	21	10	2	15	23	18	19
	3%	5%	2%	4%	2%	2%	3%	4%	1%	4%	2%	4%	2%
		b		b									
Eurosport Player	77	14	30	17	26	35	9	14	5	17	22	18	21
	3%	4%	2%	3%	2%	3%	1%	5%	3%	5%	2%	4%	3%
		b				b		b					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE			FIXED BROADBAND SWITCH						PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2620	437	1553	661	1329	1219	771	347	202	373	783	469	687
Effective Weighted Sample	2179	362	1325	551	1136	1023	653	279	175	320	665	397	587
Total	2609	344	1564	545	1362	1147	761	279	189	370	922	472	820
Eleven Sports	52	8	10	9	9	18	*	12	3	15	10	16	9
	2%	2%	1%	2%	1%	2%	*%	4%	1%	4%	1%	3%	1%
		b				b		ab	b	b		b	
Other supplier	62	14	39	18	35	30	23	11	10	9	28	11	26
	2%	4%	3%	3%	3%	3%	3%	4%	5%	2%	3%	2%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	~b
Unweighted total	2620	600	556	159	71	165	322	32	21	1156	487	2620	-
Effective Weighted Sample	2179	494	484	117	58	148	286	26	20	978	433	2179	-
Total	2609	656	636	134	72	136	281	26	17	1292	417	2609	-
Netflix	2050	525	520	101	**	107	225	**	**	1045	332	2050	**
	79%	80%	82%	76%	**	79%	80%	**	**	81%	80%	79%	**
Amazon Prime Video	1608	421	432	79	**	94	186	**	**	853	280	1608	**
	62%	64%	68%	59%	**	69%	66%	**	**	66%	67%	62%	**
Disney+	947	263	228	68	**	42	72	**	**	491	115	947	**
	36%	40%	36%	50%	**	31%	26%	**	**	38%	27%	36%	**
				b						b			
NOW/ NOW Broadband	348	100	66	25	**	28	38	**	**	166	65	348	**
	13%	15%	10%	18%	**	20%	13%	**	**	13%	16%	13%	**
				b									
Apple TV+	288	87	45	28	**	10	12	**	**	132	22	288	**
	11%	13%	7%	21%	**	7%	4%	**	**	10%	5%	11%	**
		b		b						b			
ITV Hub+	184	69	25	22	**	9	8	**	**	93	17	184	**
	7%	10%	4%	17%	**	6%	3%	**	**	7%	4%	7%	**
		b		b									
YouView	168	56	25	25	**	8	3	**	**	81	11	168	**
	6%	9%	4%	18%	**	6%	1%	**	**	6%	3%	6%	**
		b		ab		b				b			
Britbox	154	61	27	19	**	8	7	**	**	88	15	154	**
	6%	9%	4%	15%	**	6%	2%	**	**	7%	3%	6%	**
		b		b						b			
All4+ (premium service with no adverts)	120	43	24	16	**	5	6	**	**	67	10	120	**
	5%	7%	4%	12%	**	3%	2%	**	**	5%	2%	5%	**
				b									
Hayu	82	23	15	8	**	1	5	**	**	37	6	82	**
	3%	3%	2%	6%	**	1%	2%	**	**	3%	1%	3%	**
Eurosport Player	77	32	7	13	**	4	3	**	**	39	8	77	**
	3%	5%	1%	9%	**	3%	1%	**	**	3%	2%	3%	**
		b		b									

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	~b
Unweighted total	2620	600	556	159	71	165	322	32	21	1156	487	2620	-
Effective Weighted Sample	2179	494	484	117	58	148	286	26	20	978	433	2179	-
Total	2609	656	636	134	72	136	281	26	17	1292	417	2609	-
Eleven Sports	52	25	-	15	**	-	*	**	**	25	*	52	**
	2%	4%	-%	12%	**	-%	*%	**	**	2%	*%	2%	**
		b		ab						b			
Other supplier	62	16	21	5	**	2	7	**	**	37	10	62	**
	2%	2%	3%	3%	**	2%	3%	**	**	3%	2%	2%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2620	646	428	146	407	1009	376	1169	799	2344	270	55	1013	997	604
Effective Weighted Sample	2179	605	403	135	344	814	300	953	685	1935	241	49	812	833	530
Total	2609	528	640	127	330	999	373	1178	792	2343	259	52	990	1009	604
Netflix	2050	412	532	98	266	753	298	978	593	1869	176	**	818	804	424
	79%	78%	83%	77%	81%	75%	80%	83%	75%	80%	68%	**	83%	80%	70%
		e	e				e	ce		ce			c	c	
Amazon Prime Video	1608	368	419	81	232	519	178	752	524	1453	150	**	573	655	376
	62%	70%	65%	63%	70%	52%	48%	64%	66%	62%	58%	**	58%	65%	62%
		e	e		e			a	a	a	a			a	
Disney+	947	159	232	44	129	388	167	537	226	929	17	**	473	392	81
	36%	30%	36%	34%	39%	39%	45%	46%	28%	40%	6%	**	48%	39%	13%
					a	a	ce	cde	e	ce			bc	c	
NOW/ NOW Broadband	348	71	80	12	42	146	43	176	98	317	31	**	146	129	73
	13%	13%	12%	9%	13%	15%	11%	15%	12%	14%	12%	**	15%	13%	12%
Apple TV+	288	33	48	6	40	161	67	163	54	284	4	**	157	106	24
	11%	6%	7%	5%	12%	16%	18%	14%	7%	12%	1%	**	16%	11%	4%
					a	abc	cde	ce	e	ce			bc	c	
ITV Hub+	184	15	29	4	32	103	47	97	32	175	8	**	109	57	17
	7%	3%	5%	3%	10%	10%	12%	8%	4%	7%	3%	**	11%	6%	3%
					ab	abc	cde	ce		ce			bc		
YouView	168	19	23	5	31	92	38	117	12	167	2	**	106	61	2
	6%	4%	4%	4%	9%	9%	10%	10%	1%	7%	1%	**	11%	6%	1%
					ab	ab	ce	cde		ce			bc	c	
Britbox	154	19	36	6	22	71	23	81	39	143	11	**	66	60	28
	6%	4%	6%	4%	7%	7%	6%	7%	5%	6%	4%	**	7%	6%	5%
						a									
All4+ (premium service with no adverts)	120	12	17	5	26	59	32	68	14	114	5	**	70	38	12
	5%	2%	3%	4%	8%	6%	9%	6%	2%	5%	2%	**	7%	4%	2%
					ab	a	cde	c		c			bc		
Hayu	82	10	13	2	11	46	20	52	10	82	-	**	48	30	4
	3%	2%	2%	2%	3%	5%	5%	4%	1%	3%	-%	**	5%	3%	1%
						a	ce	ce		ce			c	c	
Eurosport Player	77	7	15	1	8	45	14	49	8	72	5	**	36	33	8
	3%	1%	2%	1%	3%	4%	4%	4%	1%	3%	2%	**	4%	3%	1%
						a	c	c		c			c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2620	646	428	146	407	1009	376	1169	799	2344	270	55	1013	997	604
Effective Weighted Sample	2179	605	403	135	344	814	300	953	685	1935	241	49	812	833	530
Total	2609	528	640	127	330	999	373	1178	792	2343	259	52	990	1009	604
Eleven Sports	52	2	5	1	8	37	14	35	2	50	-	**	34	16	-
	2%	*%	1%	*%	2%	4%	4%	3%	*%	2%	-%	**	3%	2%	-%
					a	ab	ce	ce		c			bc	c	
Other supplier	62	9	19	7	4	22	3	18	30	51	10	**	13	25	22
	2%	2%	3%	6%	1%	2%	1%	2%	4%	2%	4%	**	1%	3%	4%
				ad					ab		a				a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2620	1303	1280	845	772	430	544	2144	246	147	83	469	987	935	893	1225
Effective Weighted Sample	2179	1080	1069	708	651	371	460	1776	209	124	69	378	823	795	736	1026
Total	2609	1331	1244	774	759	558	489	2117	254	157	82	483	1001	907	876	1221
Netflix	2050	992	1028	621	602	443	360	1652	200	123	**	377	773	739	652	1004
	79%	75%	83%	80%	79%	79%	74%	78%	79%	79%	**	78%	77%	81%	74%	82%
Amazon Prime Video			a	d												a
	1608	844	747	520	485	325	264	1309	160	88	**	262	613	610	537	772
	62%	63%	60%	67%	64%	58%	54%	62%	63%	56%	**	54%	61%	67%	61%	63%
				cd	d									ab		
Disney+	947	420	509	278	291	210	156	781	89	48	**	197	354	321	353	405
	36%	32%	41%	36%	38%	38%	32%	37%	35%	31%	**	41%	35%	35%	40%	33%
			a												b	
NOW/ NOW Broadband	348	169	174	113	96	78	56	284	36	23	**	67	135	117	139	153
	13%	13%	14%	15%	13%	14%	11%	13%	14%	14%	**	14%	13%	13%	16%	13%
Apple TV+	288	178	104	123	71	53	35	236	29	20	**	57	88	116	117	94
	11%	13%	8%	16%	9%	9%	7%	11%	11%	13%	**	12%	9%	13%	13%	8%
		b		bcd										b	b	
ITV Hub+	184	85	97	73	36	42	31	152	17	11	**	47	64	56	91	44
	7%	6%	8%	9%	5%	7%	6%	7%	7%	7%	**	10%	6%	6%	10%	4%
				b											b	
YouView	168	87	80	67	38	29	35	144	16	6	**	47	52	53	89	46
	6%	7%	6%	9%	5%	5%	7%	7%	6%	4%	**	10%	5%	6%	10%	4%
				b								bc			b	
Britbox	154	92	61	60	38	37	20	122	19	9	**	29	66	42	57	52
	6%	7%	5%	8%	5%	7%	4%	6%	7%	6%	**	6%	7%	5%	7%	4%
				d												
All4+ (premium service with no adverts)	120	75	44	55	20	22	20	93	12	12	**	26	50	31	60	31
	5%	6%	4%	7%	3%	4%	4%	4%	5%	8%	**	5%	5%	3%	7%	3%
				b											b	
Hayu	82	30	52	32	20	18	11	69	6	5	**	15	32	25	38	22
	3%	2%	4%	4%	3%	3%	2%	3%	3%	3%	**	3%	3%	3%	4%	2%
			a												b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2620	1303	1280	845	772	430	544	2144	246	147	83	469	987	935	893	1225
Effective Weighted Sample	2179	1080	1069	708	651	371	460	1776	209	124	69	378	823	795	736	1026
Total	2609	1331	1244	774	759	558	489	2117	254	157	82	483	1001	907	876	1221
Eurosport Player	77	51	24	40	13	17	7	52	12	8	**	21	25	22	37	23
	3%	4%	2%	5%	2%	3%	1%	2%	5%	5%	**	4%	3%	2%	4%	2%
		b		bd											b	
Eleven Sports	52	29	23	24	5	18	5	45	4	3	**	15	24	10	31	5
	2%	2%	2%	3%	1%	3%	1%	2%	2%	2%	**	3%	2%	1%	3%	*%
				bd		b						c			b	
Other supplier	62	37	24	23	11	16	12	52	5	5	**	6	27	24	18	34
	2%	3%	2%	3%	1%	3%	3%	2%	2%	3%	**	1%	3%	3%	2%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026 59%	26 8%	1859 96% a	245 45%	1640 97% a	1062 83% c	822 85% c	191 76%	153 82%	1529 59%	389 85% a	1653 60%	265 88% a	1126 60% c	793 67% ac	231 47%
Landline (i.e. home phone) or line rental	1903 56%	- -%	1903 99% a	234 43%	1669 99% a	1074 84% c	829 86% c	195 77%	155 83%	1458 56%	347 76% a	1565 57%	239 79% a	1053 56% c	752 64% ac	211 43%
Pay TV service	1137 33%	19 6%	1011 52% a	94 17%	935 55% a	592 46% c	437 45% c	92 36%	71 38%	869 34%	210 46% a	919 33%	160 53% a	613 33%	466 39% ac	136 27%
Mobile Phone	457 13%	15 5%	372 19% a	79 15%	307 18%	224 18%	163 17%	38 15%	29 16%	- -%	457 100% a	154 6%	303 100% a	328 18% b	129 11%	77 16% b
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813 24%	- -%	813 42% a	57 10%	756 45% a	477 37% c	336 35%	74 29%	59 32%	772 30% b	- -%	772 28% b	- -%	401 21%	371 31% ac	85 17%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726 21%	- -%	726 38% a	111 20%	616 36% a	389 31%	337 35%	91 36%	74 40%	673 26% b	- -%	673 24% b	- -%	402 22% c	271 23% c	77 16%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150 4%	- -%	150 8% a	10 2%	140 8% a	78 6%	72 8% cd	7 3%	4 2%	- -%	150 33% a	22 1%	128 42% a	111 6% b	39 3%	21 4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167 5%	- -%	167 9% a	42 8%	125 7%	103 8%	64 7%	16 6%	14 8%	- -%	167 37% a	75 3%	92 30% a	115 6%	51 4%	20 4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
FIXED BROADBAND AND PAY TV	97	14	-	14	-	7	8	*	-	84	-	84	-	48	37	12
	3%	5%	-%	3%	-%	1%	1%	***	-%	3%	-%	3%	-%	3%	3%	2%
		b		b						b		b				
MOBILE PHONE AND FIXED BROADBAND	59	11	3	11	3	9	5	2	1	-	59	22	36	38	20	13
	2%	3%	***	2%	***	1%	***	1%	1%	-%	13%	1%	12%	2%	2%	3%
		b		b							a		a			
MOBILE PHONE AND PAY TV	38	3	22	5	20	17	9	7	7	-	38	20	18	34	4	13
	1%	1%	1%	1%	1%	1%	1%	3%	4%	-%	8%	1%	6%	2%	***	3%
								b	b		a		a	b		b
LANDLINE AND MOBILE PHONE	22	-	22	8	14	14	7	4	2	-	22	8	14	15	7	7
	1%	-%	1%	1%	1%	1%	1%	2%	1%	-%	5%	***	5%	1%	1%	1%
											a		a			
LANDLINE AND PAY TV	17	-	17	4	13	10	7	2	-	13	-	13	-	6	7	1
	***	-%	1%	1%	1%	1%	1%	1%	-%	1%	-%	***	-%	***	1%	***
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	1	-	1	-	*	1	*	-	-	14	5	9	11	3	3
	***	***	-%	***	-%	***	***	***	-%	-%	3%	***	3%	1%	***	1%
		b									a		a			
LANDLINE, MOBILE PHONE AND PAY TV	8	-	8	3	5	3	5	1	1	-	8	3	5	3	5	*
	***	-%	***	1%	***	***	1%	***	***	-%	2%	***	2%	***	***	***
											a		a			
NONE	1309	280	-	280	-	166	114	47	25	1051	-	1051	-	684	367	242
	38%	91%	-%	51%	-%	13%	12%	19%	13%	41%	-%	38%	-%	37%	31%	49%
		b		b				ab		b		b		b		ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	-	2026	249	1777	1120	906	220	164	268	1077	359	986
	59%	-%	99%	38%	99%	81%	84%	70%	75%	59%	94%	62%	96%
			a		a	c	cd				a		a
Landline (i.e. home phone) or line rental	1903	12	1860	220	1651	1034	838	196	153	259	992	340	910
	56%	3%	91%	33%	92%	74%	78%	62%	70%	57%	87%	59%	89%
			a		a	c	cd				a		a
Pay TV service	1137	14	1097	91	1020	587	525	105	73	-	1137	119	1018
	33%	3%	53%	14%	57%	42%	49%	33%	33%	-%	99%	21%	99%
			a		a	c	acd				a		a
Mobile Phone	457	12	415	90	338	245	182	46	30	71	216	111	176
	13%	3%	20%	13%	19%	18%	17%	14%	14%	16%	19%	19%	17%
			a		a								
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	-	813	47	766	434	379	70	56	-	813	58	755
	24%	-%	40%	7%	43%	31%	35%	22%	25%	-%	71%	10%	74%
			a		a	c	cd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	-	726	111	616	417	309	101	81	202	-	202	-
	21%	-%	35%	17%	34%	30%	29%	32%	37%	44%	-%	35%	-%
			a		a					b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	-	150	9	141	68	82	6	2	-	150	14	136
	4%	-%	7%	1%	8%	5%	8%	2%	1%	-%	13%	2%	13%
			a		a	cd	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	-	167	42	125	104	63	15	13	52	-	52	-
	5%	-%	8%	6%	7%	7%	6%	5%	6%	11%	-%	9%	-%
			a							b		b	
FIXED BROADBAND AND PAY TV	97	-	97	17	80	49	48	15	6	-	97	17	80
	3%	-%	5%	3%	4%	4%	4%	5%	3%	-%	9%	3%	8%
			a								a		a
MOBILE PHONE AND FIXED BROADBAND	59	-	59	22	36	37	22	10	4	15	3	15	3
	2%	-%	3%	3%	2%	3%	2%	3%	2%	3%	*%	3%	*%
			a							b		b	
MOBILE PHONE AND PAY TV	38	6	22	9	20	20	9	9	7	-	38	20	18
	1%	2%	1%	1%	1%	1%	1%	3%	3%	-%	3%	3%	2%
								b	b		a		
LANDLINE AND MOBILE PHONE	22	4	3	5	3	5	2	3	1	5	3	6	3
	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	*%	1%	*%
		b											
LANDLINE AND PAY TV	17	6	-	6	-	5	1	1	-	-	17	4	13
	*%	1%	-%	1%	-%	*%	*%	*%	-%	-%	1%	1%	1%
		b		b							a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	14	1	12	10	4	4	2	-	14	1	12
	*%	-%	1%	*%	1%	1%	*%	1%	1%	-%	1%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	8	2	-	2	-	*	2	*	-	-	8	5	3
	*%	*%	-%	*%	-%	*%	*%	*%	-%	-%	1%	1%	*%
		b											
NONE	1309	393	-	393	-	239	154	83	46	184	-	184	-
	38%	96%	-%	59%	-%	17%	14%	26%	21%	40%	-%	32%	-%
		b		b				ab	b	b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	606	740	103	**	129	307	**	**	1346	436	1546	480
	59%	82%	86%	69%	**	69%	63%	**	**	84%	65%	59%	59%
		c	c							b			
Landline (i.e. home phone) or line rental	1903	558	692	87	**	126	302	**	**	1250	428	1426	477
	56%	75%	80%	58%	**	67%	62%	**	**	78%	63%	55%	59%
		c	c							b			
Pay TV service	1137	540	597	89	**	-	-	**	**	1137	-	917	221
	33%	73%	69%	60%	**	-%	-%	**	**	71%	-%	35%	27%
		c								b		b	
Mobile Phone	457	149	138	33	**	30	67	**	**	287	98	357	100
	13%	20%	16%	22%	**	16%	14%	**	**	18%	14%	14%	12%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	380	433	55	**	-	-	**	**	813	-	640	173
	24%	51%	50%	37%	**	-%	-%	**	**	51%	-%	25%	21%
		c	c							b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	58	144	12	**	100	242	**	**	202	342	513	214
	21%	8%	17%	8%	**	53%	50%	**	**	13%	51%	20%	26%
			ac								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	76	74	12	**	-	-	**	**	150	-	127	23
	4%	10%	9%	8%	**	-%	-%	**	**	9%	-%	5%	3%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	26	26	1	**	25	57	**	**	52	82	112	54
	5%	3%	3%	1%	**	13%	12%	**	**	3%	12%	4%	7%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
FIXED BROADBAND AND PAY TV	97	46	52	12	**	-	-	**	**	97	-	91	7
	3%	6%	6%	8%	**	-%	-%	**	**	6% b	-%	3% b	1%
MOBILE PHONE AND FIXED BROADBAND	59	12	5	8	**	4	8	**	**	17	12	52	7
	2%	2%	1%	5% ab	**	2%	2%	**	**	1%	2%	2%	1%
MOBILE PHONE AND PAY TV	38	18	20	4	**	-	-	**	**	38	-	30	8
	1%	2%	2%	3%	**	-%	-%	**	**	2% b	-%	1%	1%
LANDLINE AND MOBILE PHONE	22	6	2	5	**	1	3	**	**	8	4	16	5
	1%	1%	*%	3% b	**	1%	1%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	17	9	8	3	**	-	-	**	**	17	-	10	7
	*%	1%	1%	2%	**	-%	-%	**	**	1% b	-%	*%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	8	6	4	**	-	-	**	**	14	-	11	2
	*%	1%	1%	2%	**	-%	-%	**	**	1%	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	8	4	4	*	**	-	-	**	**	8	-	8	-
	*%	1%	*%	*%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1309	98	86	35	**	57	178	**	**	184	235	999	310
	38%	13%	10%	23% ab	**	31%	37%	**	**	11%	35% a	38%	38%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	726	813	150	337	-	65	692	830	1588	435	110	358	799	866
	59%	97%	100%	100%	80%	-%	16%	53%	74%	56%	75%	63%	34%	65%	76%
		de	ade	de	e			a	abdf	a	abdf	a		a	ab
Landline (i.e. home phone) or line rental	1903	726	813	150	214	-	53	611	800	1463	436	113	297	748	854
	56%	97%	100%	100%	51%	-%	13%	47%	72%	52%	75%	64%	28%	61%	75%
		de	ade	de	e			a	abd	ab	abdf	abd		a	ab
Pay TV service	1137	22	813	150	174	-	46	418	461	926	209	55	218	474	443
	33%	3%	100%	100%	41%	-%	11%	32%	41%	33%	36%	31%	21%	39%	39%
		e	ade	ade	ae			a	abd	a	a	a		a	a
Mobile Phone	457	22	-	150	307	-	21	149	190	360	97	25	87	169	201
	13%	3%	-%	100%	73%	-%	5%	11%	17%	13%	17%	14%	8%	14%	18%
		be		abde	abe			a	abd	a	ab	a		a	a
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	-	813	-	-	-	20	282	348	649	161	42	129	336	346
	24%	-%	100%	-%	-%	-%	5%	22%	31%	23%	28%	24%	12%	28%	31%
			acde					a	abd	a	ab	a		a	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	726	-	-	-	-	18	232	292	543	182	45	120	280	325
	21%	97%	-%	-%	-%	-%	4%	18%	26%	19%	31%	25%	11%	23%	29%
		bcde						a	abd	a	abd	a		a	ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	-	-	150	-	-	5	37	74	115	35	5	15	66	70
	4%	-%	-%	100%	-%	-%	1%	3%	7%	4%	6%	3%	1%	5%	6%
				abde					abd	a	ab			a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	-	-	-	167	-	3	38	77	118	49	14	16	51	101
	5%	-%	-%	-%	40%	-%	1%	3%	7%	4%	8%	8%	1%	4%	9%
					abce				abd	a	abd	ab		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
FIXED BROADBAND AND PAY TV	97 3%	- -%	- -%	- -%	97 23%	- -%	16 4%	62 5%	16 1%	93 3%	4 1%	2 1%	48 5%	40 3%	9 1%
					abce		ce	ce		ce			c	c	
MOBILE PHONE AND FIXED BROADBAND	59 2%	- -%	- -%	- -%	59 14%	- -%	4 1%	35 3%	16 1%	56 2%	3 1%	1 1%	27 3%	20 2%	12 1%
					abce			e					c		
MOBILE PHONE AND PAY TV	38 1%	22 3%	- -%	- -%	38 9%	- -%	2 *%	19 1%	12 1%	33 1%	5 1%	1 1%	13 1%	16 1%	9 1%
		be			abce										
LANDLINE AND MOBILE PHONE	22 1%	- -%	- -%	- -%	22 5%	- -%	3 1%	10 1%	3 *%	17 1%	5 1%	2 1%	8 1%	7 1%	6 1%
					abce										
LANDLINE AND PAY TV	17 *%	- -%	- -%	- -%	17 4%	- -%	* *%	9 1%	4 *%	13 *%	4 1%	4 2%	5 *%	7 1%	6 1%
					abce							ad			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14 *%	- -%	- -%	- -%	14 3%	- -%	- -%	7 1%	6 1%	13 *%	1 *%	- -%	3 *%	7 1%	3 *%
					abe										
LANDLINE, MOBILE PHONE AND PAY TV	8 *%	- -%	- -%	- -%	8 2%	- -%	4 1%	4 *%	1 *%	8 *%	- -%	- -%	5 *%	3 *%	- -%
					abe		c								
NONE	1309 38%	- -%	- -%	- -%	- -%	1309 100%	336 82%	566 44%	266 24%	1168 41%	133 23%	58 33%	666 63%	388 32%	246 22%
						abcd	bcdef	ce		ce		e	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	1102	909	576	596	414	423	1628	208	118	72	297	865	698	582	1121
	59%	62% b	57%	62% d	63% d	58%	54%	58%	64%	58%	69%	47%	65% a	62% a	51%	70% a
Landline (i.e. home phone) or line rental	1903	1037	852	550	558	374	405	1532	197	106	68	276	815	653	550	1050
	56%	58% b	53%	59% d	59% d	53%	52%	55%	60%	52%	66%	44%	61% a	58% a	48%	66% a
Pay TV service	1137	613	516	315	338	245	231	926	114	62	36	174	498	375	339	619
	33%	34%	32%	34%	36% d	34%	29%	33%	35%	30%	34%	28%	37% a	33%	30%	39% a
Mobile Phone	457	279	175	144	124	94	91	376	33	34	14	74	194	148	153	228
	13%	16% b	11%	15%	13%	13%	12%	14%	10%	17%	14%	12%	15%	13%	13%	14%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	430	377	222	251	163	169	655	91	39	28	120	356	279	234	452
	24%	24%	24%	24%	26%	23%	22%	24%	28%	19%	27%	19%	27% a	25% a	20%	28% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	389	332	220	210	136	155	575	83	42	27	94	304	263	190	414
	21%	22%	21%	24%	22%	19%	20%	21%	25%	21%	26%	15%	23% a	23% a	17%	26% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	94	56	43	42	33	30	124	11	10	5	23	68	45	50	79
	4%	5%	3%	5%	4%	5%	4%	4%	3%	5%	5%	4%	5%	4%	4%	5%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	101	64	47	45	34	39	135	12	12	8	27	67	58	53	91
	5%	6%	4%	5%	5%	5%	5%	5%	4%	6%	8%	4%	5%	5%	5%	6%
FIXED BROADBAND AND PAY TV	97	44	53	21	25	33	18	82	6	7	3	20	40	26	28	53
	3%	2%	3%	2%	3%	5%	2%	3%	2%	3%	3%	3%	3%	2%	2%	3%
MOBILE PHONE AND FIXED BROADBAND	59	37	21	17	20	13	9	46	3	8	1	12	25	19	22	24
	2%	2%	1%	2%	2%	2%	1%	2%	1%	4%	1%	2%	2%	2%	2%	2%
MOBILE PHONE AND PAY TV	38	25	13	16	8	9	5	32	4	2	-	3	17	14	10	19
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
LANDLINE AND MOBILE PHONE	22	10	12	11	2	3	5	22	-	-	-	6	7	4	10	4
	1%	1%	1%	1%	*%	*%	1%	1%	-%	-%	-%	1%	1%	*%	1%	*%
LANDLINE AND PAY TV	17	9	8	3	4	4	6	15	-	2	-	6	6	2	10	6
	*%	*%	1%	*%	*%	*%	1%	1%	-%	1%	-%	1%	*%	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	8	6	7	3	2	2	11	2	1	-	2	4	7	4	7
	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	-%	*%	*%	1%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	8	5	3	3	4	1	-	7	-	1	-	1	6	*	2	3
	*%	*%	*%	*%	*%	*%	-%	*%	-%	1%	-%	*%	*%	*%	*%	*%
NONE	1309	628	656	321	336	281	346	1083	115	80	32	317	433	410	531	449
	38%	35%	41%	35%	35%	40%	44%	39%	35%	39%	31%	50%	32%	36%	46%	28%
			a				ab					bc			b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2144	38	1891	285	1644	1115	814	257	164	1496	529	1675	350	1246	779	280
Effective Weighted Sample	1825	33	1627	246	1414	948	710	198	145	1267	472	1421	311	1058	668	227
Total	2111	29	1928	265	1692	1107	850	205	163	1542	457	1696	303	1184	816	252
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	**	1859	245	1640	1062	822	191	153	1529	389	1653	265	1126	793	231
	96%	**	96%	92%	97%	96%	97%	93%	94%	99%	85%	97%	88%	95%	97%	92%
					a					b		b			c	
Landline (i.e. home phone) or line rental	1903	**	1903	234	1669	1074	829	195	155	1458	347	1565	239	1053	752	211
	90%	**	99%	88%	99%	97%	97%	95%	95%	95%	76%	92%	79%	89%	92%	84%
					a					b		b			c	
Pay TV service	1137	**	1011	94	935	592	437	92	71	869	210	919	160	613	466	136
	54%	**	52%	36%	55%	53%	51%	45%	44%	56%	46%	54%	53%	52%	57%	54%
					a					b						
Mobile Phone	457	**	372	79	307	224	163	38	29	-	457	154	303	328	129	77
	22%	**	19%	30%	18%	20%	19%	19%	18%	-%	100%	9%	100%	28%	16%	31%
				b							a		a	b		b
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	**	813	57	756	477	336	74	59	772	-	772	-	401	371	85
	39%	**	42%	22%	45%	43%	40%	36%	36%	50%	-%	46%	-%	34%	46%	34%
					a					b		b			ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	**	726	111	616	389	337	91	74	673	-	673	-	402	271	77
	34%	**	38%	42%	36%	35%	40%	44%	46%	44%	-%	40%	-%	34%	33%	30%
								a	a	b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	**	150	10	140	78	72	7	4	-	150	22	128	111	39	21
	7%	**	8%	4%	8%	7%	9%	4%	2%	-%	33%	1%	42%	9%	5%	8%
					a		cd				a		a	b		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	**	167	42	125	103	64	16	14	-	167	75	92	115	51	20
	8%	**	9%	16%	7%	9%	8%	8%	9%	-%	37%	4%	30%	10%	6%	8%
				b							a		a	b		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2144	38	1891	285	1644	1115	814	257	164	1496	529	1675	350	1246	779	280
Effective Weighted Sample	1825	33	1627	246	1414	948	710	198	145	1267	472	1421	311	1058	668	227
Total	2111	29	1928	265	1692	1107	850	205	163	1542	457	1696	303	1184	816	252
FIXED BROADBAND AND PAY TV	97	**	-	14	-	7	8	*	-	84	-	84	-	48	37	12
	5%	**	-%	5%	-%	1%	1%	*%	-%	5%	-%	5%	-%	4%	4%	5%
				b						b		b				
MOBILE PHONE AND FIXED BROADBAND	59	**	3	11	3	9	5	2	1	-	59	22	36	38	20	13
	3%	**	*%	4%	*%	1%	1%	1%	1%	-%	13%	1%	12%	3%	3%	5%
				b							a		a			
MOBILE PHONE AND PAY TV	38	**	22	5	20	17	9	7	7	-	38	20	18	34	4	13
	2%	**	1%	2%	1%	2%	1%	4%	4%	-%	8%	1%	6%	3%	1%	5%
								b	b		a		a	b		b
LANDLINE AND MOBILE PHONE	22	**	22	8	14	14	7	4	2	-	22	8	14	15	7	7
	1%	**	1%	3%	1%	1%	1%	2%	1%	-%	5%	*%	5%	1%	1%	3%
				b							a		a			
LANDLINE AND PAY TV	17	**	17	4	13	10	7	2	-	13	-	13	-	6	7	1
	1%	**	1%	2%	1%	1%	1%	1%	-%	1%	-%	1%	-%	1%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	**	-	1	-	*	1	*	-	-	14	5	9	11	3	3
	1%	**	-%	*%	-%	*%	*%	*%	-%	-%	3%	*%	3%	1%	*%	1%
				b							a		a			
LANDLINE, MOBILE PHONE AND PAY TV	8	**	8	3	5	3	5	1	1	-	8	3	5	3	5	*
	*%	**	*%	1%	*%	*%	1%	*%	*%	-%	2%	*%	2%	*%	1%	*%
											a		a			

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2144	35	2076	322	1789	1205	906	294	185	298	957	410	845
Effective Weighted Sample	1825	29	1777	272	1533	1022	779	235	162	274	823	361	731
Total	2111	18	2052	270	1800	1150	920	233	173	273	1143	393	1024
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	**	2026	249	1777	1120	906	220	164	268	1077	359	986
	96%	**	99%	92%	99%	97%	98%	95%	95%	98%	94%	91%	96%
					a		cd			b			a
Landline (i.e. home phone) or line rental	1903	**	1860	220	1651	1034	838	196	153	259	992	340	910
	90%	**	91%	82%	92%	90%	91%	84%	88%	95%	87%	87%	89%
					a	c	c			b			
Pay TV service	1137	**	1097	91	1020	587	525	105	73	-	1137	119	1018
	54%	**	53%	34%	57%	51%	57%	45%	42%	-%	99%	30%	99%
					a		acd				a		a
Mobile Phone	457	**	415	90	338	245	182	46	30	71	216	111	176
	22%	**	20%	33%	19%	21%	20%	20%	18%	26%	19%	28%	17%
					b					b		b	
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	**	813	47	766	434	379	70	56	-	813	58	755
	39%	**	40%	17%	43%	38%	41%	30%	32%	-%	71%	15%	74%
					a		c				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	**	726	111	616	417	309	101	81	202	-	202	-
	34%	**	35%	41%	34%	36%	34%	43%	47%	74%	-%	51%	-%
								b	ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	**	150	9	141	68	82	6	2	-	150	14	136
	7%	**	7%	3%	8%	6%	9%	3%	1%	-%	13%	4%	13%
					a	d	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2144	35	2076	322	1789	1205	906	294	185	298	957	410	845
Effective Weighted Sample	1825	29	1777	272	1533	1022	779	235	162	274	823	361	731
Total	2111	18	2052	270	1800	1150	920	233	173	273	1143	393	1024
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	**	167	42	125	104	63	15	13	52	-	52	-
	8%	**	8%	15% b	7%	9%	7%	6%	8%	19% b	-%	13% b	-%
FIXED BROADBAND AND PAY TV	97	**	97	17	80	49	48	15	6	-	97	17	80
	5%	**	5%	6%	4%	4%	5%	7%	4%	-%	9% a	4%	8%
MOBILE PHONE AND FIXED BROADBAND	59	**	59	22	36	37	22	10	4	15	3	15	3
	3%	**	3%	8% b	2%	3%	2%	4%	3%	5% b	*%	4% b	*%
MOBILE PHONE AND PAY TV	38	**	22	9	20	20	9	9	7	-	38	20	18
	2%	**	1%	3% b	1%	2%	1%	4% b	4% b	-%	3% a	5% b	2%
LANDLINE AND MOBILE PHONE	22	**	3	5	3	5	2	3	1	5	3	6	3
	1%	**	*%	2% b	*%	*%	*%	1%	1%	2% b	*%	1%	*%
LANDLINE AND PAY TV	17	**	-	6	-	5	1	1	-	-	17	4	13
	1%	**	-%	2% b	-%	*%	*%	1%	-%	-%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	**	14	1	12	10	4	4	2	-	14	1	12
	1%	**	1%	1%	1%	1%	*%	2%	1%	-%	1%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	8	**	-	2	-	*	2	*	-	-	8	5	3
	*%	**	-%	1% b	-%	*%	*%	*%	-%	-%	1%	1%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2144	589	666	143	70	162	375	31	24	1255	537	1611	533
Effective Weighted Sample	1825	492	586	105	59	153	359	28	23	1078	512	1365	462
Total	2111	642	775	115	71	130	310	23	19	1417	439	1610	501
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	606	740	103	**	129	307	**	**	1346	436	1546	480
	96%	94%	96%	90%	**	99%	99%	**	**	95%	99%	96%	96%
			c								a		
Landline (i.e. home phone) or line rental	1903	558	692	87	**	126	302	**	**	1250	428	1426	477
	90%	87%	89%	76%	**	97%	97%	**	**	88%	97%	89%	95%
			c								a		a
Pay TV service	1137	540	597	89	**	-	-	**	**	1137	-	917	221
	54%	84%	77%	78%	**	-%	-%	**	**	80%	-%	57%	44%
			b							b		b	
Mobile Phone	457	149	138	33	**	30	67	**	**	287	98	357	100
	22%	23%	18%	29%	**	23%	22%	**	**	20%	22%	22%	20%
			b										
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	380	433	55	**	-	-	**	**	813	-	640	173
	39%	59%	56%	48%	**	-%	-%	**	**	57%	-%	40%	35%
										b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	58	144	12	**	100	242	**	**	202	342	513	214
	34%	9%	19%	10%	**	77%	78%	**	**	14%	78%	32%	43%
			a								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	76	74	12	**	-	-	**	**	150	-	127	23
	7%	12%	10%	10%	**	-%	-%	**	**	11%	-%	8%	5%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	26	26	1	**	25	57	**	**	52	82	112	54
	8%	4%	3%	1%	**	19%	18%	**	**	4%	19%	7%	11%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2144	589	666	143	70	162	375	31	24	1255	537	1611	533
Effective Weighted Sample	1825	492	586	105	59	153	359	28	23	1078	512	1365	462
Total	2111	642	775	115	71	130	310	23	19	1417	439	1610	501
FIXED BROADBAND AND PAY TV	97	46	52	12	**	-	-	**	**	97	-	91	7
	5%	7%	7%	10%	**	-%	-%	**	**	7% b	-%	6% b	1%
MOBILE PHONE AND FIXED BROADBAND	59	12	5	8	**	4	8	**	**	17	12	52	7
	3%	2%	1%	7% ab	**	3%	3%	**	**	1%	3%	3%	1%
MOBILE PHONE AND PAY TV	38	18	20	4	**	-	-	**	**	38	-	30	8
	2%	3%	3%	4%	**	-%	-%	**	**	3% b	-%	2%	2%
LANDLINE AND MOBILE PHONE	22	6	2	5	**	1	3	**	**	8	4	16	5
	1%	1%	*%	4% ab	**	1%	1%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	17	9	8	3	**	-	-	**	**	17	-	10	7
	1%	1%	1%	3%	**	-%	-%	**	**	1%	-%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	8	6	4	**	-	-	**	**	14	-	11	2
	1%	1%	1%	3%	**	-%	-%	**	**	1%	-%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	8	4	4	*	**	-	-	**	**	8	-	8	-
	*%	1%	1%	*%	**	-%	-%	**	**	1%	-%	*%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2144	933	549	173	511	-	84	720	856	1660	481	125	411	826	904
Effective Weighted Sample	1825	874	518	161	435	-	69	591	745	1401	425	109	330	701	792
Total	2111	749	813	150	421	-	75	734	851	1659	449	118	389	832	887
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	726	813	150	337	**	**	692	830	1588	435	110	358	799	866
	96%	97%	100%	100%	80%	**	**	94%	98%	96%	97%	94%	92%	96%	98%
		d	ad	d					b					a	a
Landline (i.e. home phone) or line rental	1903	726	813	150	214	**	**	611	800	1463	436	113	297	748	854
	90%	97%	100%	100%	51%	**	**	83%	94%	88%	97%	96%	76%	90%	96%
		d	ad	d				bd		b	bcd	bd		a	ab
Pay TV service	1137	22	813	150	174	**	**	418	461	926	209	55	218	474	443
	54%	3%	100%	100%	41%	**	**	57%	54%	56%	47%	46%	56%	57%	50%
			ad	ad	a			e	e	e				c	
Mobile Phone	457	22	-	150	307	**	**	149	190	360	97	25	87	169	201
	22%	3%	-%	100%	73%	**	**	20%	22%	22%	22%	21%	22%	20%	23%
		b		abd	ab										
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	-	813	-	-	**	**	282	348	649	161	42	129	336	346
	39%	-%	100%	-%	-%	**	**	38%	41%	39%	36%	36%	33%	40%	39%
			acd												
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	726	-	-	-	**	**	232	292	543	182	45	120	280	325
	34%	97%	-%	-%	-%	**	**	32%	34%	33%	41%	38%	31%	34%	37%
		bcd									bd				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	-	-	150	-	**	**	37	74	115	35	5	15	66	70
	7%	-%	-%	100%	-%	**	**	5%	9%	7%	8%	4%	4%	8%	8%
				abd					b					a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	-	-	-	167	**	**	38	77	118	49	14	16	51	101
	8%	-%	-%	-%	40%	**	**	5%	9%	7%	11%	12%	4%	6%	11%
					abc				b		bd	b			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2144	933	549	173	511	-	84	720	856	1660	481	125	411	826	904
Effective Weighted Sample	1825	874	518	161	435	-	69	591	745	1401	425	109	330	701	792
Total	2111	749	813	150	421	-	75	734	851	1659	449	118	389	832	887
FIXED BROADBAND AND PAY TV	97	-	-	-	97	**	**	62	16	93	4	2	48	40	9
	5%	-%	-%	-%	23%	**	**	8%	2%	6%	1%	2%	12%	5%	1%
					abc			cef		ce			bc	c	
MOBILE PHONE AND FIXED BROADBAND	59	-	-	-	59	**	**	35	16	56	3	1	27	20	12
	3%	-%	-%	-%	14%	**	**	5%	2%	3%	1%	1%	7%	2%	1%
					abc			ce		e			bc		
MOBILE PHONE AND PAY TV	38	22	-	-	38	**	**	19	12	33	5	1	13	16	9
	2%	3%	-%	-%	9%	**	**	3%	1%	2%	1%	1%	3%	2%	1%
		b			abc								c		
LANDLINE AND MOBILE PHONE	22	-	-	-	22	**	**	10	3	17	5	2	8	7	6
	1%	-%	-%	-%	5%	**	**	1%	*%	1%	1%	2%	2%	1%	1%
					abc										
LANDLINE AND PAY TV	17	-	-	-	17	**	**	9	4	13	4	4	5	7	6
	1%	-%	-%	-%	4%	**	**	1%	1%	1%	1%	3%	1%	1%	1%
					abc							c			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	-	-	14	**	**	7	6	13	1	-	3	7	3
	1%	-%	-%	-%	3%	**	**	1%	1%	1%	*%	-%	1%	1%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	8	-	-	-	8	**	**	4	1	8	-	-	5	3	-
	*%	-%	-%	-%	2%	**	**	*%	*%	*%	-%	-%	1%	*%	-%
					ab								c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2144	1134	992	680	611	328	508	1745	201	123	75	318	900	735	644	1153
Effective Weighted Sample	1825	961	851	590	534	284	445	1481	171	110	64	267	757	638	543	988
Total	2111	1150	945	610	614	430	439	1703	212	124	72	314	901	719	615	1153
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2026	1102	909	576	596	414	423	1628	208	118	**	297	865	698	582	1121
	96%	96%	96%	94%	97%	96%	96%	96%	98%	96%	**	95%	96%	97%	95%	97% a
Landline (i.e. home phone) or line rental	1903	1037	852	550	558	374	405	1532	197	106	**	276	815	653	550	1050
	90%	90%	90%	90%	91%	87%	92%	90%	93%	86%	**	88%	90%	91%	89%	91%
Pay TV service	1137	613	516	315	338	245	231	926	114	62	**	174	498	375	339	619
	54%	53%	55%	52%	55%	57%	53%	54%	54%	50%	**	56%	55%	52%	55%	54%
Mobile Phone	457	279	175	144	124	94	91	376	33	34	**	74	194	148	153	228
	22%	24% b	19%	24%	20%	22%	21%	22%	15%	27%	**	24%	22%	21%	25%	20%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	430	377	222	251	163	169	655	91	39	**	120	356	279	234	452
	39%	37%	40%	36%	41%	38%	38%	38%	43%	32%	**	38%	40%	39%	38%	39%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	726	389	332	220	210	136	155	575	83	42	**	94	304	263	190	414
	34%	34%	35%	36%	34%	32%	35%	34%	39%	34%	**	30%	34%	37%	31%	36%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	94	56	43	42	33	30	124	11	10	**	23	68	45	50	79
	7%	8%	6%	7%	7%	8%	7%	7%	5%	8%	**	7%	8%	6%	8%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	101	64	47	45	34	39	135	12	12	**	27	67	58	53	91
	8%	9%	7%	8%	7%	8%	9%	8%	6%	10%	**	9%	7%	8%	9%	8%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2144	1134	992	680	611	328	508	1745	201	123	75	318	900	735	644	1153
Effective Weighted Sample	1825	961	851	590	534	284	445	1481	171	110	64	267	757	638	543	988
Total	2111	1150	945	610	614	430	439	1703	212	124	72	314	901	719	615	1153
FIXED BROADBAND AND PAY TV	97	44	53	21	25	33	18	82	6	7	**	20	40	26	28	53
	5%	4%	6%	3%	4%	8% a	4%	5%	3%	5%	**	6%	4%	4%	5%	5%
MOBILE PHONE AND FIXED BROADBAND	59	37	21	17	20	13	9	46	3	8	**	12	25	19	22	24
	3%	3%	2%	3%	3%	3%	2%	3%	2%	7%	**	4%	3%	3%	4%	2%
MOBILE PHONE AND PAY TV	38	25	13	16	8	9	5	32	4	2	**	3	17	14	10	19
	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	**	1%	2%	2%	2%	2%
LANDLINE AND MOBILE PHONE	22	10	12	11	2	3	5	22	-	-	**	6	7	4	10	4
	1%	1%	1%	2%	*%	1%	1%	1%	-%	-%	**	2%	1%	1%	2% b	*%
LANDLINE AND PAY TV	17	9	8	3	4	4	6	15	-	2	**	6	6	2	10	6
	1%	1%	1%	1%	1%	1%	1%	1%	-%	2%	**	2% c	1%	*%	2%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	8	6	7	3	2	2	11	2	1	**	2	4	7	4	7
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	**	1%	*%	1%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	8	5	3	3	4	1	-	7	-	1	**	1	6	*	2	3
	*%	*%	*%	*%	1%	*%	-%	*%	-%	1%	**	*%	1%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Fixed Broadband	26 1%	- -%	26 1%	2 *%	23 1%	15 1%	10 1%	6 2%	6 3%	- -%	26 6% a	17 1%	9 3% a	22 1%	4 *%	5 1%
Landline	25 1%	- -%	25 1%	2 *%	23 1%	17 1%	9 1%	6 2%	6 3%	- -%	25 5% a	17 1%	8 3% a	23 1% b	2 *%	5 1%
Pay TV service	6 *%	- -%	6 *%	- -%	6 *%	4 *%	2 *%	1 *%	- -%	- -%	6 1% a	- -%	6 2% a	5 *%	1 *%	1 *%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	22 1%	- -%	22 1%	2 *%	20 1%	14 1%	9 1%	6 2%	6 3%	- -%	22 5% a	17 1%	5 2%	20 1% b	2 *%	5 1%
FIXED BROADBAND AND PAY TV	3 *%	- -%	3 *%	- -%	3 *%	2 *%	2 *%	* *%	- -%	- -%	3 1% a	- -%	3 1% a	2 *%	1 *%	* *%
LANDLINE AND PAY TV	3 *%	- -%	3 *%	- -%	3 *%	3 *%	- -%	* *%	- -%	- -%	3 1% a	- -%	3 1% a	3 *%	- -%	* *%
NONE	3392 99%	309 100%	1900 99%	543 100%	1666 98%	1255 99%	954 99%	246 98%	182 97%	2594 100% b	429 94%	2731 99% b	292 96%	1843 99%	1179 100% a	488 99%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Fixed Broadband	26	-	26	3	23	17	9	8	7	-	26	18	8
	1%	-%	1%	*%	1%	1%	1%	2%	3%	-%	2%	3%	1%
			a						b		a	b	
Landline	25	-	25	2	23	17	8	6	6	-	25	17	8
	1%	-%	1%	*%	1%	1%	1%	2%	3%	-%	2%	3%	1%
			a								a	b	
Pay TV service	6	-	6	1	5	5	1	2	1	-	6	1	5
	*%	-%	*%	*%	*%	*%	*%	1%	*%	-%	1%	*%	1%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	22	-	22	2	20	14	8	6	6	-	22	17	5
	1%	-%	1%	*%	1%	1%	1%	2%	3%	-%	2%	3%	1%
			a								a	b	
FIXED BROADBAND AND PAY TV	3	-	3	1	3	3	1	2	1	-	3	1	3
	*%	-%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%	*%
LANDLINE AND PAY TV	3	-	3	-	3	3	-	*	-	-	3	-	3
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	*%	-%	*%
NONE	3392	411	2024	660	1775	1370	1065	308	212	457	1115	559	1013
	99%	100%	99%	100%	99%	99%	99%	97%	97%	100%	98%	97%	99%
		b					cd			b			a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Fixed Broadband	26	8	18	2	**	-	-	**	**	26	-	18	8
	1%	1%	2%	1%	**	-%	-%	**	**	2% b	-%	1%	1%
Landline	25	7	18	*	**	-	-	**	**	25	-	18	7
	1%	1%	2%	*%	**	-%	-%	**	**	2% b	-%	1%	1%
Pay TV service	6	4	2	2	**	-	-	**	**	6	-	5	1
	*%	1%	*%	2%	**	-%	-%	**	**	*%	-%	*%	*%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	22	5	17	-	**	-	-	**	**	22	-	15	7
	1%	1%	2%	-%	**	-%	-%	**	**	1% b	-%	1%	1%
FIXED BROADBAND AND PAY TV	3	3	1	2	**	-	-	**	**	3	-	3	1
	*%	*%	*%	1%	**	-%	-%	**	**	*%	-%	*%	*%
LANDLINE AND PAY TV	3	2	1	*	**	-	-	**	**	3	-	3	-
	*%	*%	*%	*%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	3392	731	841	147	**	187	488	**	**	1572	675	2589	803
	99%	99%	98%	98%	**	100%	100%	**	**	98%	100% a	99%	99%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Fixed Broadband	26	22	-	-	26	-	1	10	10	21	5	1	6	11	9
	1%	3%	-%	-%	6%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		be			abce										
Landline	25	22	-	-	25	-	1	9	10	20	5	1	4	12	10
	1%	3%	-%	-%	6%	-%	*%	1%	1%	1%	1%	1%	*%	1%	1%
		be			abce										
Pay TV service	6	-	-	-	6	-	-	4	2	6	-	-	2	2	2
	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%
					abe										
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	22	22	-	-	22	-	1	8	9	18	5	1	4	10	8
	1%	3%	-%	-%	5%	-%	*%	1%	1%	1%	1%	1%	*%	1%	1%
		be			bce										
FIXED BROADBAND AND PAY TV	3	-	-	-	3	-	-	3	1	3	-	-	2	1	1
	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%
					ae										
LANDLINE AND PAY TV	3	-	-	-	3	-	-	2	1	3	-	-	-	2	1
	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	-%	*%	*%
					e										
NONE	3392	726	813	150	393	1309	409	1288	1106	2803	577	175	1050	1207	1123
	99%	97%	100%	100%	93%	100%	100%	99%	99%	99%	99%	99%	99%	99%	99%
		d	ad	d		ad									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Fixed Broadband	26	16	9	9	7	7	3	22	2	2	-	2	11	9	5	14
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	*%	1%	1%	*%	1%
Landline	25	18	7	7	6	7	5	20	2	3	-	2	10	10	5	15
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	-%	*%	1%	1%	*%	1%
Pay TV service	6	4	2	4	1	-	1	5	-	1	-	2	2	2	1	2
	*%	*%	*%	*%	*%	-%	*%	*%	-%	1%	-%	*%	*%	*%	*%	*%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	22	16	7	6	6	7	3	18	2	2	-	1	9	8	5	14
	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	-%	*%	1%	1%	*%	1%
FIXED BROADBAND AND PAY TV	3	1	2	2	1	-	-	3	-	-	-	1	2	1	1	1
	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	*%	*%	*%	*%	*%
LANDLINE AND PAY TV	3	3	-	1	*	-	1	2	-	1	-	1	*	1	*	1
	*%	*%	-%	*%	*%	-%	*%	*%	-%	1%	-%	*%	*%	*%	*%	*%
NONE	3392	1759	1592	922	943	705	781	2763	324	200	104	628	1323	1118	1140	1587
	99%	99%	99%	99%	99%	99%	99%	99%	99%	99%	100%	100%	99%	99%	99%	99%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	30	-	30	2	28	20	10	8	6	-	30	17	13	26	4	7
Effective Weighted Sample	28	-	28	2	26	18	9	7	6	-	28	16	12	24	4	6
Total	28	-	28	2	26	18	10	6	6	-	28	17	11	25	4	5
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	30	-	30	3	27	21	9	10	7	-	30	18	12
Effective Weighted Sample	28	-	28	3	25	19	9	9	7	-	28	17	11
Total	28	-	28	3	25	19	9	8	7	-	28	18	11
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	30	11	19	4	2	-	-	-	-	30	-	23	7
Effective Weighted Sample	28	10	18	3	2	-	-	-	-	28	-	21	7
Total	28	9	19	2	2	-	-	-	-	28	-	20	8
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	30	22	-	-	30	-	1	13	12	26	4	1	6	14	10
Effective Weighted Sample	28	21	-	-	28	-	1	11	12	24	4	1	6	12	10
Total	28	22	-	-	28	-	1	12	11	24	5	1	6	13	10
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	30	20	10	12	8	5	5	25	2	3	-	3	12	11	7	15
Effective Weighted Sample	28	18	10	11	8	5	5	23	2	3	-	3	10	11	7	14
Total	28	19	9	10	7	7	5	23	2	3	-	3	11	10	6	16
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052 60%	26 8%	1885 98% a	247 45%	1663 98% a	1078 85% c	833 86% c	197 78%	159 85%	1529 59%	415 91% a	1670 61%	274 90% a	1148 61% c	797 67% ac	235 48%
Landline (i.e. home phone) or line rental	1928 56%	- -%	1928 100% a	236 43%	1692 100% a	1090 86% c	838 87% c	201 80%	161 86%	1458 56%	372 81% a	1582 58%	247 82% a	1076 58% c	754 64% ac	216 44%
Pay TV service	1143 33%	19 6%	1017 53% a	94 17%	941 56% a	596 47% c	439 46% c	92 37%	71 38%	869 34%	216 47% a	919 33%	166 55% a	618 33%	467 40% ac	136 28%
Mobile Phone	457 13%	15 5%	372 19% a	79 15%	307 18%	224 18%	163 17%	38 15%	29 16%	- -%	457 100% a	154 6%	303 100% a	328 18% b	129 11%	77 16% b
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813 24%	- -%	813 42% a	57 10%	756 45% a	477 37% c	336 35%	74 29%	59 32%	772 30% b	- -%	772 28% b	- -%	401 21%	371 31% ac	85 17%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749 22%	- -%	749 39% a	113 21%	636 38% a	403 32%	346 36%	96 38%	80 43% a	673 26% b	22 5%	690 25% b	5 2%	422 23% c	273 23% c	81 16%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150 4%	- -%	150 8% a	10 2%	140 8% a	78 6%	72 8% cd	7 3%	4 2%	- -%	150 33% a	22 1%	128 42% a	111 6% b	39 3%	21 4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167 5%	- -%	167 9% a	42 8%	125 7%	103 8%	64 7%	16 6%	14 8%	- -%	167 37% a	75 3%	92 30% a	115 6%	51 4%	20 4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
FIXED BROADBAND AND PAY TV	101	14	3	14	3	8	9	1	-	84	3	84	3	50	38	12
	3%	5%	*%	3%	*%	1%	1%	*%	-%	3%	1%	3%	1%	3%	3%	3%
		b		b						b						
MOBILE PHONE AND FIXED BROADBAND	59	11	3	11	3	9	5	2	1	-	59	22	36	38	20	13
	2%	3%	*%	2%	*%	1%	*%	1%	1%	-%	13%	1%	12%	2%	2%	3%
		b		b							a		a			
MOBILE PHONE AND PAY TV	38	3	22	5	20	17	9	7	7	-	38	20	18	34	4	13
	1%	1%	1%	1%	1%	1%	1%	3%	4%	-%	8%	1%	6%	2%	*%	3%
								b	b		a		a	b		b
LANDLINE AND MOBILE PHONE	22	-	22	8	14	14	7	4	2	-	22	8	14	15	7	7
	1%	-%	1%	1%	1%	1%	1%	2%	1%	-%	5%	*%	5%	1%	1%	1%
											a		a			
LANDLINE AND PAY TV	20	-	20	4	16	13	7	2	-	13	3	13	3	9	7	1
	1%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%	*%	1%	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	1	-	1	-	*	1	*	-	-	14	5	9	11	3	3
	*%	*%	-%	*%	-%	*%	*%	*%	-%	-%	3%	*%	3%	1%	*%	1%
		b									a		a			
LANDLINE, MOBILE PHONE AND PAY TV	8	-	8	3	5	3	5	1	1	-	8	3	5	3	5	*
	*%	-%	*%	1%	*%	*%	1%	*%	*%	-%	2%	*%	2%	*%	*%	*%
											a		a			
NONE	1309	280	-	280	-	166	114	47	25	1051	-	1051	-	684	367	242
	38%	91%	-%	51%	-%	13%	12%	19%	13%	41%	-%	38%	-%	37%	31%	49%
		b		b				ab		b		b		b		ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	-	2052	252	1800	1137	915	228	171	268	1103	377	994
	60%	-%	100%	38%	100%	82%	85%	72%	78%	59%	96%	65%	97%
			a		a	c	cd				a		a
Landline (i.e. home phone) or line rental	1928	12	1885	223	1674	1051	846	202	158	259	1017	357	918
	56%	3%	92%	34%	93%	76%	79%	64%	72%	57%	89%	62%	90%
			a		a	c	c				a		a
Pay TV service	1143	14	1103	91	1026	592	525	107	74	-	1143	120	1024
	33%	3%	54%	14%	57%	43%	49%	34%	34%	-%	100%	21%	100%
			a		a	c	acd				a		a
Mobile Phone	457	12	415	90	338	245	182	46	30	71	216	111	176
	13%	3%	20%	13%	19%	18%	17%	14%	14%	16%	19%	19%	17%
			a		a								
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	-	813	47	766	434	379	70	56	-	813	58	755
	24%	-%	40%	7%	43%	31%	35%	22%	25%	-%	71%	10%	74%
			a		a	c	cd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	-	749	113	636	432	317	107	86	202	22	219	5
	22%	-%	36%	17%	35%	31%	30%	34%	39%	44%	2%	38%	1%
			a		a				ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	-	150	9	141	68	82	6	2	-	150	14	136
	4%	-%	7%	1%	8%	5%	8%	2%	1%	-%	13%	2%	13%
			a		a	cd	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167 5%	- -%	167 8% a	42 6%	125 7%	104 7%	63 6%	15 5%	13 6%	52 11% b	- -%	52 9% b	- -%
FIXED BROADBAND AND PAY TV	101 3%	- -%	101 5% a	18 3%	83 5%	52 4%	49 5%	17 5%	7 3%	- -%	101 9% a	18 3%	83 8% a
MOBILE PHONE AND FIXED BROADBAND	59 2%	- -%	59 3% a	22 3%	36 2%	37 3%	22 2%	10 3%	4 2%	15 3% b	3 *%	15 3% b	3 *%
MOBILE PHONE AND PAY TV	38 1%	6 2%	22 1%	9 1%	20 1%	20 1%	9 1%	9 3% b	7 3% b	- -%	38 3% a	20 3%	18 2%
LANDLINE AND MOBILE PHONE	22 1%	4 1% b	3 *%	5 1%	3 *%	5 *%	2 *%	3 1%	1 1%	5 1%	3 *%	6 1%	3 *%
LANDLINE AND PAY TV	20 1%	6 1% b	3 *%	6 1% b	3 *%	7 1%	1 *%	2 1%	- -%	- -%	20 2% a	4 1%	16 2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14 *%	- -%	14 1%	1 *%	12 1%	10 1%	4 *%	4 1%	2 1%	- -%	14 1%	1 *%	12 1%
LANDLINE, MOBILE PHONE AND PAY TV	8 *%	2 *% b	- -%	2 *%	- -%	* *%	2 *%	* *%	- -%	- -%	8 1%	5 1%	3 *%
NONE	1309 38%	393 96% b	- -%	393 59% b	- -%	239 17%	154 14%	83 26% ab	46 21% b	184 40% b	- -%	184 32% b	- -%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	613	758	104	**	129	307	**	**	1371	436	1564	488
	60%	83%	88%	70%	**	69%	63%	**	**	86%	65%	60%	60%
		c	ac							b			
Landline (i.e. home phone) or line rental	1928	565	711	87	**	126	302	**	**	1275	428	1444	484
	56%	76%	83%	58%	**	67%	62%	**	**	80%	63%	55%	60%
		c	ac							b			
Pay TV service	1143	544	599	92	**	-	-	**	**	1143	-	922	221
	33%	74%	70%	61%	**	-%	-%	**	**	71%	-%	35%	27%
		c								b		b	
Mobile Phone	457	149	138	33	**	30	67	**	**	287	98	357	100
	13%	20%	16%	22%	**	16%	14%	**	**	18%	14%	14%	12%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	380	433	55	**	-	-	**	**	813	-	640	173
	24%	51%	50%	37%	**	-%	-%	**	**	51%	-%	25%	21%
		c	c							b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	63	161	12	**	100	242	**	**	225	342	528	221
	22%	9%	19%	8%	**	53%	50%	**	**	14%	51%	20%	27%
			ac								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	76	74	12	**	-	-	**	**	150	-	127	23
	4%	10%	9%	8%	**	-%	-%	**	**	9%	-%	5%	3%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	26	26	1	**	25	57	**	**	52	82	112	54
	5%	3%	3%	1%	**	13%	12%	**	**	3%	12%	4%	7%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
FIXED BROADBAND AND PAY TV	101	48	52	14	**	-	-	**	**	101	-	93	8
	3%	7%	6%	9%	**	-%	-%	**	**	6% b	-%	4% b	1%
MOBILE PHONE AND FIXED BROADBAND	59	12	5	8	**	4	8	**	**	17	12	52	7
	2%	2%	1%	5% ab	**	2%	2%	**	**	1%	2%	2%	1%
MOBILE PHONE AND PAY TV	38	18	20	4	**	-	-	**	**	38	-	30	8
	1%	2%	2%	3%	**	-%	-%	**	**	2% b	-%	1%	1%
LANDLINE AND MOBILE PHONE	22	6	2	5	**	1	3	**	**	8	4	16	5
	1%	1%	*%	3% b	**	1%	1%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	20	10	9	3	**	-	-	**	**	20	-	12	7
	1%	1%	1%	2%	**	-%	-%	**	**	1% b	-%	*%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	8	6	4	**	-	-	**	**	14	-	11	2
	*%	1%	1%	2%	**	-%	-%	**	**	1%	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	8	4	4	*	**	-	-	**	**	8	-	8	-
	*%	1%	*%	*%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1309	98	86	35	**	57	178	**	**	184	235	999	310
	38%	13%	10%	23% ab	**	31%	37%	**	**	11%	35% a	38%	38%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	749	813	150	363	-	66	702	840	1609	440	112	364	810	875
	60%	100%	100%	100%	86%	-%	16%	54%	75%	57%	76%	63%	34%	66%	77%
		de	de	de	e			a	abdf	a	abdf	a		a	ab
Landline (i.e. home phone) or line rental	1928	749	813	150	239	-	53	620	810	1484	441	114	301	760	864
	56%	100%	100%	100%	57%	-%	13%	48%	73%	52%	76%	65%	29%	62%	76%
		de	de	de	e			a	abd	ab	abdf	abd		a	ab
Pay TV service	1143	22	813	150	180	-	46	422	463	932	209	55	219	476	445
	33%	3%	100%	100%	43%	-%	11%	33%	41%	33%	36%	31%	21%	39%	39%
		e	ade	ade	ae			a	abd	a	a	a		a	a
Mobile Phone	457	22	-	150	307	-	21	149	190	360	97	25	87	169	201
	13%	3%	-%	100%	73%	-%	5%	11%	17%	13%	17%	14%	8%	14%	18%
		be		abde	abe			a	abd	a	ab	a		a	a
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	-	813	-	-	-	20	282	348	649	161	42	129	336	346
	24%	-%	100%	-%	-%	-%	5%	22%	31%	23%	28%	24%	12%	28%	31%
			acde					a	abd	a	ab	a		a	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	749	-	-	22	-	19	240	301	560	187	46	124	290	334
	22%	100%	-%	-%	5%	-%	5%	18%	27%	20%	32%	26%	12%	24%	29%
		bcde			bce			a	abd	a	abd	a		a	ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	-	-	150	-	-	5	37	74	115	35	5	15	66	70
	4%	-%	-%	100%	-%	-%	1%	3%	7%	4%	6%	3%	1%	5%	6%
				abde					abd	a	ab			a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	-	-	-	167	-	3	38	77	118	49	14	16	51	101
	5%	-%	-%	-%	40%	-%	1%	3%	7%	4%	8%	8%	1%	4%	9%
					abce				abd	a	abd	ab		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
FIXED BROADBAND AND PAY TV	101	-	-	-	101	-	16	64	17	97	4	2	50	41	10
	3%	-%	-%	-%	24%	-%	4%	5%	2%	3%	1%	1%	5%	3%	1%
					abce		ce	ce		ce			c	c	
MOBILE PHONE AND FIXED BROADBAND	59	-	-	-	59	-	4	35	16	56	3	1	27	20	12
	2%	-%	-%	-%	14%	-%	1%	3%	1%	2%	1%	1%	3%	2%	1%
					abce			e					c		
MOBILE PHONE AND PAY TV	38	22	-	-	38	-	2	19	12	33	5	1	13	16	9
	1%	3%	-%	-%	9%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		be			abce										
LANDLINE AND MOBILE PHONE	22	-	-	-	22	-	3	10	3	17	5	2	8	7	6
	1%	-%	-%	-%	5%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					abce										
LANDLINE AND PAY TV	20	-	-	-	20	-	*	11	5	16	4	4	5	8	7
	1%	-%	-%	-%	5%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%
					abce							a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	-	-	14	-	-	7	6	13	1	-	3	7	3
	1%	-%	-%	-%	3%	-%	-%	1%	1%	1%	1%	-%	1%	1%	1%
					abe										
LANDLINE, MOBILE PHONE AND PAY TV	8	-	-	-	8	-	4	4	1	8	-	-	5	3	-
	1%	-%	-%	-%	2%	-%	1%	1%	1%	1%	-%	-%	1%	1%	-%
					abe		c								
NONE	1309	-	-	-	-	1309	336	566	266	1168	133	58	666	388	246
	38%	-%	-%	-%	-%	100%	82%	44%	24%	41%	23%	33%	63%	32%	22%
						abcd	bcdef	ce		ce		e	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	1118	918	585	603	421	426	1649	211	120	72	299	876	708	587	1135
	60%	63% b	57%	63% d	63% d	59%	54%	59%	64%	59%	69%	47%	66% a	63% a	51%	71% a
Landline (i.e. home phone) or line rental	1928	1055	859	557	564	381	410	1552	199	109	68	278	824	662	555	1065
	56%	59% b	54%	60% d	59% d	54%	52%	56%	61%	54%	66%	44%	62% a	59% a	48%	66% a
Pay TV service	1143	617	518	319	339	245	232	931	114	63	36	176	500	377	340	621
	33%	35%	32%	34%	36% d	34%	30%	33%	35%	31%	34%	28%	37% a	33%	30%	39% a
Mobile Phone	457	279	175	144	124	94	91	376	33	34	14	74	194	148	153	228
	13%	16% b	11%	15%	13%	13%	12%	14%	10%	17%	14%	12%	15%	13%	13%	14%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	430	377	222	251	163	169	655	91	39	28	120	356	279	234	452
	24%	24%	24%	24%	26%	23%	22%	24%	28%	19%	27%	19%	27% a	25% a	20%	28% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	404	338	226	215	143	159	593	85	43	27	95	313	271	195	428
	22%	23%	21%	24%	23%	20%	20%	21%	26%	21%	26%	15%	23% a	24% a	17%	27% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	94	56	43	42	33	30	124	11	10	5	23	68	45	50	79
	4%	5%	3%	5%	4%	5%	4%	4%	3%	5%	5%	4%	5%	4%	4%	5%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	101	64	47	45	34	39	135	12	12	8	27	67	58	53	91
	5%	6%	4%	5%	5%	5%	5%	5%	4%	6%	8%	4%	5%	5%	5%	6%
FIXED BROADBAND AND PAY TV	101	45	55	23	26	33	18	86	6	7	3	21	42	27	29	54
	3%	3%	3%	3%	3%	5%	2%	3%	2%	3%	3%	3%	3%	2%	3%	3%
MOBILE PHONE AND FIXED BROADBAND	59	37	21	17	20	13	9	46	3	8	1	12	25	19	22	24
	2%	2%	1%	2%	2%	2%	1%	2%	1%	4%	1%	2%	2%	2%	2%	2%
MOBILE PHONE AND PAY TV	38	25	13	16	8	9	5	32	4	2	-	3	17	14	10	19
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%
LANDLINE AND MOBILE PHONE	22	10	12	11	2	3	5	22	-	-	-	6	7	4	10	4
	1%	1%	1%	1%	*%	*%	1%	1%	-%	-%	-%	1%	1%	*%	1%	*%
LANDLINE AND PAY TV	20	11	8	4	4	4	8	16	-	3	-	7	7	3	11	7
	1%	1%	1%	*%	*%	*%	1%	1%	-%	2%	-%	1%	1%	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	8	6	7	3	2	2	11	2	1	-	2	4	7	4	7
	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	-%	*%	*%	1%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	8	5	3	3	4	1	-	7	-	1	-	1	6	*	2	3
	*%	*%	*%	*%	*%	*%	-%	*%	-%	1%	-%	*%	*%	*%	*%	*%
NONE	1309	628	656	321	336	281	346	1083	115	80	32	317	433	410	531	449
	38%	35%	41%	35%	35%	40%	44%	39%	35%	39%	31%	50%	32%	36%	46%	28%
			a				ab					bc			b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2144	38	1891	285	1644	1115	814	257	164	1496	529	1675	350	1246	779	280
Effective Weighted Sample	1825	33	1627	246	1414	948	710	198	145	1267	472	1421	311	1058	668	227
Total	2111	29	1928	265	1692	1107	850	205	163	1542	457	1696	303	1184	816	252
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	**	1885	247	1663	1078	833	197	159	1529	415	1670	274	1148	797	235
	97%	**	98%	93%	98%	97%	98%	96%	97%	99%	91%	98%	90%	97%	98%	93%
				a						b		b		c	c	
Landline (i.e. home phone) or line rental	1928	**	1928	236	1692	1090	838	201	161	1458	372	1582	247	1076	754	216
	91%	**	100%	89%	100%	99%	98%	98%	99%	95%	81%	93%	82%	91%	92%	86%
				a						b		b		c	c	
Pay TV service	1143	**	1017	94	941	596	439	92	71	869	216	919	166	618	467	136
	54%	**	53%	36%	56%	54%	52%	45%	44%	56%	47%	54%	55%	52%	57%	54%
				a						b						
Mobile Phone	457	**	372	79	307	224	163	38	29	-	457	154	303	328	129	77
	22%	**	19%	30%	18%	20%	19%	19%	18%	-%	100%	9%	100%	28%	16%	31%
				b							a		a	b		b
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	**	813	57	756	477	336	74	59	772	-	772	-	401	371	85
	39%	**	42%	22%	45%	43%	40%	36%	36%	50%	-%	46%	-%	34%	46%	34%
				a						b		b			ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	**	749	113	636	403	346	96	80	673	22	690	5	422	273	81
	35%	**	39%	43%	38%	36%	41%	47%	49%	44%	5%	41%	2%	36%	34%	32%
								a	a	b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	**	150	10	140	78	72	7	4	-	150	22	128	111	39	21
	7%	**	8%	4%	8%	7%	9%	4%	2%	-%	33%	1%	42%	9%	5%	8%
				a			cd				a		a	b		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	**	167	42	125	103	64	16	14	-	167	75	92	115	51	20
	8%	**	9%	16%	7%	9%	8%	8%	9%	-%	37%	4%	30%	10%	6%	8%
				b							a		a	b		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2144	38	1891	285	1644	1115	814	257	164	1496	529	1675	350	1246	779	280
Effective Weighted Sample	1825	33	1627	246	1414	948	710	198	145	1267	472	1421	311	1058	668	227
Total	2111	29	1928	265	1692	1107	850	205	163	1542	457	1696	303	1184	816	252
FIXED BROADBAND AND PAY TV	101	**	3	14	3	8	9	1	-	84	3	84	3	50	38	12
	5%	**	*%	5%	*%	1%	1%	*%	-%	5%	1%	5%	1%	4%	5%	5%
				b						b		b				
MOBILE PHONE AND FIXED BROADBAND	59	**	3	11	3	9	5	2	1	-	59	22	36	38	20	13
	3%	**	*%	4%	*%	1%	1%	1%	1%	-%	13%	1%	12%	3%	3%	5%
				b							a		a			
MOBILE PHONE AND PAY TV	38	**	22	5	20	17	9	7	7	-	38	20	18	34	4	13
	2%	**	1%	2%	1%	2%	1%	4%	4%	-%	8%	1%	6%	3%	1%	5%
								b	b		a		a	b		b
LANDLINE AND MOBILE PHONE	22	**	22	8	14	14	7	4	2	-	22	8	14	15	7	7
	1%	**	1%	3%	1%	1%	1%	2%	1%	-%	5%	*%	5%	1%	1%	3%
				b							a		a			
LANDLINE AND PAY TV	20	**	20	4	16	13	7	2	-	13	3	13	3	9	7	1
	1%	**	1%	2%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	**	-	1	-	*	1	*	-	-	14	5	9	11	3	3
	1%	**	-%	*%	-%	*%	*%	*%	-%	-%	3%	*%	3%	1%	*%	1%
				b							a		a			
LANDLINE, MOBILE PHONE AND PAY TV	8	**	8	3	5	3	5	1	1	-	8	3	5	3	5	*
	*%	**	*%	1%	*%	*%	1%	*%	*%	-%	2%	*%	2%	*%	1%	*%
											a		a			

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2144	35	2076	322	1789	1205	906	294	185	298	957	410	845
Effective Weighted Sample	1825	29	1777	272	1533	1022	779	235	162	274	823	361	731
Total	2111	18	2052	270	1800	1150	920	233	173	273	1143	393	1024
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	**	2052	252	1800	1137	915	228	171	268	1103	377	994
	97%	**	100%	93%	100%	99%	99%	98%	99%	98%	96%	96%	97%
					a								
Landline (i.e. home phone) or line rental	1928	**	1885	223	1674	1051	846	202	158	259	1017	357	918
	91%	**	92%	82%	93%	91%	92%	87%	92%	95%	89%	91%	90%
					a		c			b			
Pay TV service	1143	**	1103	91	1026	592	525	107	74	-	1143	120	1024
	54%	**	54%	34%	57%	51%	57%	46%	43%	-%	100%	30%	100%
					a		acd				a		a
Mobile Phone	457	**	415	90	338	245	182	46	30	71	216	111	176
	22%	**	20%	33%	19%	21%	20%	20%	18%	26%	19%	28%	17%
					b					b		b	
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	**	813	47	766	434	379	70	56	-	813	58	755
	39%	**	40%	17%	43%	38%	41%	30%	32%	-%	71%	15%	74%
					a		c				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	**	749	113	636	432	317	107	86	202	22	219	5
	35%	**	36%	42%	35%	38%	34%	46%	50%	74%	2%	56%	1%
								ab	ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	**	150	9	141	68	82	6	2	-	150	14	136
	7%	**	7%	3%	8%	6%	9%	3%	1%	-%	13%	4%	13%
					a	d	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2144	35	2076	322	1789	1205	906	294	185	298	957	410	845
Effective Weighted Sample	1825	29	1777	272	1533	1022	779	235	162	274	823	361	731
Total	2111	18	2052	270	1800	1150	920	233	173	273	1143	393	1024
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	**	167	42	125	104	63	15	13	52	-	52	-
	8%	**	8%	15% b	7%	9%	7%	6%	8%	19% b	-%	13% b	-%
FIXED BROADBAND AND PAY TV	101	**	101	18	83	52	49	17	7	-	101	18	83
	5%	**	5%	7%	5%	5%	5%	7%	4%	-%	9% a	5%	8%
MOBILE PHONE AND FIXED BROADBAND	59	**	59	22	36	37	22	10	4	15	3	15	3
	3%	**	3%	8% b	2%	3%	2%	4%	3%	5% b	*%	4% b	*%
MOBILE PHONE AND PAY TV	38	**	22	9	20	20	9	9	7	-	38	20	18
	2%	**	1%	3% b	1%	2%	1%	4% b	4% b	-%	3% a	5% b	2%
LANDLINE AND MOBILE PHONE	22	**	3	5	3	5	2	3	1	5	3	6	3
	1%	**	*%	2% b	*%	*%	*%	1%	1%	2% b	*%	1%	*%
LANDLINE AND PAY TV	20	**	3	6	3	7	1	2	-	-	20	4	16
	1%	**	*%	2% b	*%	1%	*%	1%	-%	-%	2%	1%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	**	14	1	12	10	4	4	2	-	14	1	12
	1%	**	1%	1%	1%	1%	*%	2%	1%	-%	1%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	8	**	-	2	-	*	2	*	-	-	8	5	3
	*%	**	-%	1% b	-%	*%	*%	*%	-%	-%	1%	1%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2144	589	666	143	70	162	375	31	24	1255	537	1611	533
Effective Weighted Sample	1825	492	586	105	59	153	359	28	23	1078	512	1365	462
Total	2111	642	775	115	71	130	310	23	19	1417	439	1610	501
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	613	758	104	**	129	307	**	**	1371	436	1564	488
	97%	96%	98%	91%	**	99%	99%	**	**	97%	99%	97%	97%
			c								a		
Landline (i.e. home phone) or line rental	1928	565	711	87	**	126	302	**	**	1275	428	1444	484
	91%	88%	92%	76%	**	97%	97%	**	**	90%	97%	90%	97%
		c	c								a		a
Pay TV service	1143	544	599	92	**	-	-	**	**	1143	-	922	221
	54%	85%	77%	80%	**	-%	-%	**	**	81%	-%	57%	44%
		b								b		b	
Mobile Phone	457	149	138	33	**	30	67	**	**	287	98	357	100
	22%	23%	18%	29%	**	23%	22%	**	**	20%	22%	22%	20%
			b										
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	380	433	55	**	-	-	**	**	813	-	640	173
	39%	59%	56%	48%	**	-%	-%	**	**	57%	-%	40%	35%
										b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	63	161	12	**	100	242	**	**	225	342	528	221
	35%	10%	21%	10%	**	77%	78%	**	**	16%	78%	33%	44%
			ac								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	76	74	12	**	-	-	**	**	150	-	127	23
	7%	12%	10%	10%	**	-%	-%	**	**	11%	-%	8%	5%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	26	26	1	**	25	57	**	**	52	82	112	54
	8%	4%	3%	1%	**	19%	18%	**	**	4%	19%	7%	11%
											a		a
Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b													

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Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2144	589	666	143	70	162	375	31	24	1255	537	1611	533
Effective Weighted Sample	1825	492	586	105	59	153	359	28	23	1078	512	1365	462
Total	2111	642	775	115	71	130	310	23	19	1417	439	1610	501
FIXED BROADBAND AND PAY TV	101	48	52	14	**	-	-	**	**	101	-	93	8
	5%	8%	7%	12%	**	-%	-%	**	**	7% b	-%	6% b	2%
MOBILE PHONE AND FIXED BROADBAND	59	12	5	8	**	4	8	**	**	17	12	52	7
	3%	2%	1%	7% ab	**	3%	3%	**	**	1%	3%	3%	1%
MOBILE PHONE AND PAY TV	38	18	20	4	**	-	-	**	**	38	-	30	8
	2%	3%	3%	4%	**	-%	-%	**	**	3% b	-%	2%	2%
LANDLINE AND MOBILE PHONE	22	6	2	5	**	1	3	**	**	8	4	16	5
	1%	1%	*%	4% ab	**	1%	1%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	20	10	9	3	**	-	-	**	**	20	-	12	7
	1%	2%	1%	3%	**	-%	-%	**	**	1% b	-%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	8	6	4	**	-	-	**	**	14	-	11	2
	1%	1%	1%	3%	**	-%	-%	**	**	1%	-%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	8	4	4	*	**	-	-	**	**	8	-	8	-
	*%	1%	1%	*%	**	-%	-%	**	**	1%	-%	*%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2144	933	549	173	511	-	84	720	856	1660	481	125	411	826	904
Effective Weighted Sample	1825	874	518	161	435	-	69	591	745	1401	425	109	330	701	792
Total	2111	749	813	150	421	-	75	734	851	1659	449	118	389	832	887
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	749	813	150	363	**	**	702	840	1609	440	112	364	810	875
	97%	100%	100%	100%	86%	**	**	96%	99%	97%	98%	95%	94%	97%	99%
		d	d	d					bdf					a	a
Landline (i.e. home phone) or line rental	1928	749	813	150	239	**	**	620	810	1484	441	114	301	760	864
	91%	100%	100%	100%	57%	**	**	85%	95%	89%	98%	97%	77%	91%	97%
		d	d	d				bd		b	bcd	bd		a	ab
Pay TV service	1143	22	813	150	180	**	**	422	463	932	209	55	219	476	445
	54%	3%	100%	100%	43%	**	**	58%	54%	56%	47%	46%	56%	57%	50%
			ad	ad	a			e	e	e				c	
Mobile Phone	457	22	-	150	307	**	**	149	190	360	97	25	87	169	201
	22%	3%	-%	100%	73%	**	**	20%	22%	22%	22%	21%	22%	20%	23%
		b		abd	ab										
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	-	813	-	-	**	**	282	348	649	161	42	129	336	346
	39%	-%	100%	-%	-%	**	**	38%	41%	39%	36%	36%	33%	40%	39%
			acd												
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	749	-	-	22	**	**	240	301	560	187	46	124	290	334
	35%	100%	-%	-%	5%	**	**	33%	35%	34%	42%	39%	32%	35%	38%
		bcd			bc						bd				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	-	-	150	-	**	**	37	74	115	35	5	15	66	70
	7%	-%	-%	100%	-%	**	**	5%	9%	7%	8%	4%	4%	8%	8%
				abd					b					a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	-	-	-	167	**	**	38	77	118	49	14	16	51	101
	8%	-%	-%	-%	40%	**	**	5%	9%	7%	11%	12%	4%	6%	11%
					abc				b		bd	b			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2144	933	549	173	511	-	84	720	856	1660	481	125	411	826	904
Effective Weighted Sample	1825	874	518	161	435	-	69	591	745	1401	425	109	330	701	792
Total	2111	749	813	150	421	-	75	734	851	1659	449	118	389	832	887
FIXED BROADBAND AND PAY TV	101	-	-	-	101	**	**	64	17	97	4	2	50	41	10
	5%	-%	-%	-%	24%	**	**	9%	2%	6%	1%	2%	13%	5%	1%
					abc			cdef		ce			bc	c	
MOBILE PHONE AND FIXED BROADBAND	59	-	-	-	59	**	**	35	16	56	3	1	27	20	12
	3%	-%	-%	-%	14%	**	**	5%	2%	3%	1%	1%	7%	2%	1%
					abc			ce		e			bc		
MOBILE PHONE AND PAY TV	38	22	-	-	38	**	**	19	12	33	5	1	13	16	9
	2%	3%	-%	-%	9%	**	**	3%	1%	2%	1%	1%	3%	2%	1%
		b			abc								c		
LANDLINE AND MOBILE PHONE	22	-	-	-	22	**	**	10	3	17	5	2	8	7	6
	1%	-%	-%	-%	5%	**	**	1%	*%	1%	1%	2%	2%	1%	1%
					abc										
LANDLINE AND PAY TV	20	-	-	-	20	**	**	11	5	16	4	4	5	8	7
	1%	-%	-%	-%	5%	**	**	1%	1%	1%	1%	3%	1%	1%	1%
					abc							c			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	-	-	14	**	**	7	6	13	1	-	3	7	3
	1%	-%	-%	-%	3%	**	**	1%	1%	1%	*%	-%	1%	1%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	8	-	-	-	8	**	**	4	1	8	-	-	5	3	-
	*%	-%	-%	-%	2%	**	**	*%	*%	*%	-%	-%	1%	*%	-%
					ab								c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2144	1134	992	680	611	328	508	1745	201	123	75	318	900	735	644	1153
Effective Weighted Sample	1825	961	851	590	534	284	445	1481	171	110	64	267	757	638	543	988
Total	2111	1150	945	610	614	430	439	1703	212	124	72	314	901	719	615	1153
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2052	1118	918	585	603	421	426	1649	211	120	**	299	876	708	587	1135
	97%	97%	97%	96%	98%	98%	97%	97%	99%	97%	**	95%	97%	98% a	95%	98% a
Landline (i.e. home phone) or line rental	1928	1055	859	557	564	381	410	1552	199	109	**	278	824	662	555	1065
	91%	92%	91%	91%	92%	89%	93%	91%	94%	88%	**	89%	91%	92%	90%	92%
Pay TV service	1143	617	518	319	339	245	232	931	114	63	**	176	500	377	340	621
	54%	54%	55%	52%	55%	57%	53%	55%	54%	51%	**	56%	56%	52%	55%	54%
Mobile Phone	457	279	175	144	124	94	91	376	33	34	**	74	194	148	153	228
	22%	24% b	19%	24%	20%	22%	21%	22%	15%	27%	**	24%	22%	21%	25%	20%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	813	430	377	222	251	163	169	655	91	39	**	120	356	279	234	452
	39%	37%	40%	36%	41%	38%	38%	38%	43%	32%	**	38%	40%	39%	38%	39%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	749	404	338	226	215	143	159	593	85	43	**	95	313	271	195	428
	35%	35%	36%	37%	35%	33%	36%	35%	40%	35%	**	30%	35%	38%	32%	37%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	150	94	56	43	42	33	30	124	11	10	**	23	68	45	50	79
	7%	8%	6%	7%	7%	8%	7%	7%	5%	8%	**	7%	8%	6%	8%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	167	101	64	47	45	34	39	135	12	12	**	27	67	58	53	91
	8%	9%	7%	8%	7%	8%	9%	8%	6%	10%	**	9%	7%	8%	9%	8%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2144	1134	992	680	611	328	508	1745	201	123	75	318	900	735	644	1153
Effective Weighted Sample	1825	961	851	590	534	284	445	1481	171	110	64	267	757	638	543	988
Total	2111	1150	945	610	614	430	439	1703	212	124	72	314	901	719	615	1153
FIXED BROADBAND AND PAY TV	101	45	55	23	26	33	18	86	6	7	**	21	42	27	29	54
	5%	4%	6%	4%	4%	8%	4%	5%	3%	5%	**	7%	5%	4%	5%	5%
MOBILE PHONE AND FIXED BROADBAND	59	37	21	17	20	13	9	46	3	8	**	12	25	19	22	24
	3%	3%	2%	3%	3%	3%	2%	3%	2%	7%	**	4%	3%	3%	4%	2%
MOBILE PHONE AND PAY TV	38	25	13	16	8	9	5	32	4	2	**	3	17	14	10	19
	2%	2%	1%	3%	1%	2%	1%	2%	2%	1%	**	1%	2%	2%	2%	2%
LANDLINE AND MOBILE PHONE	22	10	12	11	2	3	5	22	-	-	**	6	7	4	10	4
	1%	1%	1%	2%	*%	1%	1%	1%	-%	-%	**	2%	1%	1%	2%	*%
															b	
LANDLINE AND PAY TV	20	11	8	4	4	4	8	16	-	3	**	7	7	3	11	7
	1%	1%	1%	1%	1%	1%	2%	1%	-%	3%	**	2%	1%	*%	2%	1%
												c				
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	8	6	7	3	2	2	11	2	1	**	2	4	7	4	7
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	**	1%	*%	1%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	8	5	3	3	4	1	-	7	-	1	**	1	6	*	2	3
	*%	*%	*%	*%	1%	*%	-%	*%	-%	1%	**	*%	1%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Mobile Phone	2594	177	1458	336	1299	914	721	177	141	2594	-	2594	-	1541	1053	417
	76%	57%	76%	62%	77%	72%	75%	70%	75%	100%	-%	94%	-%	82%	89%	84%
			a		a					b		b			ac	
Free TV Service	675	86	428	147	366	281	233	55	49	536	98	585	49	393	241	69
	20%	28%	22%	27%	22%	22%	24%	22%	26%	21%	21%	21%	16%	21%	20%	14%
														c	c	
Pay TV service	457	59	259	116	202	161	156	38	28	335	71	360	46	257	149	70
	13%	19%	13%	21%	12%	13%	16%	15%	15%	13%	16%	13%	15%	14%	13%	14%
				b												
Fixed Broadband	411	88	12	92	8	63	37	16	11	280	12	283	8	201	91	55
	12%	28%	1%	17%	*%	5%	4%	6%	6%	11%	3%	10%	3%	11%	8%	11%
		b		b						b		b		b		
Landline	309	309	-	309	-	183	127	51	27	177	15	182	10	116	77	25
	9%	100%	-%	57%	-%	14%	13%	20%	14%	7%	3%	7%	3%	6%	6%	5%
		b		b				ab		b						
NONE	366	-	307	37	270	175	133	28	21	-	273	75	198	198	75	47
	11%	-%	16%	7%	16%	14%	14%	11%	11%	-%	60%	3%	65%	11%	6%	9%
			a		a						a		a	b		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Mobile Phone	2594	280	1529	441	1368	1011	798	229	166	335	869	407	797
	76%	68%	75%	66%	76%	73%	74%	72%	76%	73%	76%	71%	78%
			a		a								a
Free TV Service	675	106	436	171	370	313	229	64	52	-	-	-	-
	20%	26%	21%	26%	21%	23%	21%	20%	24%	-%	-%	-%	-%
				b									
Pay TV service	457	81	268	141	209	210	140	59	42	457	-	457	-
	13%	20%	13%	21%	12%	15%	13%	19%	19%	100%	-%	79%	-%
		b		b				b		b		b	
Fixed Broadband	411	411	-	411	-	252	159	88	48	81	14	87	9
	12%	100%	-%	62%	-%	18%	15%	28%	22%	18%	1%	15%	1%
		b		b				ab	b	b		b	
Landline	309	88	26	95	19	71	43	14	9	59	19	62	15
	9%	21%	1%	14%	1%	5%	4%	4%	4%	13%	2%	11%	1%
		b		b						b		b	
NONE	366	-	339	42	297	186	153	36	23	-	261	44	217
	11%	-%	17%	6%	16%	13%	14%	11%	11%	-%	23%	8%	21%
			a		a						a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Mobile Phone	2594	529	675	102	**	144	392	**	**	1204	536	1982	612
	76%	71%	78%	68%	**	77%	80%	**	**	75%	79%	76%	75%
			ac										
Free TV Service	675	-	-	-	**	187	488	**	**	-	675	417	257
	20%	-%	-%	-%	**	100%	100%	**	**	-%	100%	16%	32%
											a		a
Pay TV service	457	196	261	58	**	-	-	**	**	457	-	370	88
	13%	26%	30%	39%	**	-%	-%	**	**	29%	-%	14%	11%
				a						b			
Fixed Broadband	411	51	45	16	**	30	76	**	**	96	106	344	68
	12%	7%	5%	11%	**	16%	16%	**	**	6%	16%	13%	8%
				b							a	b	
Landline	309	31	47	6	**	17	70	**	**	77	86	199	110
	9%	4%	5%	4%	**	9%	14%	**	**	5%	13%	8%	14%
											a		a
NONE	366	133	128	28	**	-	-	**	**	261	-	286	79
	11%	18%	15%	19%	**	-%	-%	**	**	16%	-%	11%	10%
										b			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Mobile Phone	2594	673	772	-	97	1051	320	1003	860	2183	406	111	808	965	816
	76%	90%	95%	-%	23%	80%	78%	77%	77%	77%	70%	63%	77%	79%	72%
		cde	acde		c	cd	ef	ef	ef	ef				c	
Free TV Service	675	342	-	-	98	235	21	181	282	483	190	63	105	231	338
	20%	46%	-%	-%	23%	18%	5%	14%	25%	17%	33%	36%	10%	19%	30%
		bcde			bc	bc		a	abd	a	abcd	abcd		a	ab
Pay TV service	457	202	-	-	71	184	45	183	144	372	83	28	123	178	155
	13%	27%	-%	-%	17%	14%	11%	14%	13%	13%	14%	16%	12%	15%	14%
		bcde			bc	bc									
Fixed Broadband	411	-	-	-	18	393	45	219	112	376	31	9	175	156	76
	12%	-%	-%	-%	4%	30%	11%	17%	10%	13%	5%	5%	17%	13%	7%
					abc	abcd	e	acdef	e	cef			bc	c	
Landline	309	-	-	-	29	280	39	106	82	227	79	51	92	93	121
	9%	-%	-%	-%	7%	21%	9%	8%	7%	8%	14%	29%	9%	8%	11%
					abc	abcd					bcd	abcde			b
NONE	366	58	41	150	139	-	19	128	139	285	80	22	70	146	150
	11%	8%	5%	100%	33%	-%	5%	10%	12%	10%	14%	13%	7%	12%	13%
		e	e	abde	abe			a	a	a	ad	a		a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Mobile Phone	2594	1304	1261	693	745	537	587	2114	264	137	79	469	1017	878	842	1260
	76%	73%	79%	74%	78%	75%	75%	76%	81%	67%	77%	74%	76%	78%	73%	79%
			a					c	c							a
Free TV Service	675	382	284	192	183	130	167	567	61	29	18	109	279	222	208	376
	20%	21%	18%	21%	19%	18%	21%	20%	19%	14%	17%	17%	21%	20%	18%	23%
		b														a
Pay TV service	457	231	223	160	110	83	102	362	40	41	14	69	173	160	131	224
	13%	13%	14%	17%	12%	12%	13%	13%	12%	20%	14%	11%	13%	14%	11%	14%
				bc						a						
Fixed Broadband	411	206	198	100	117	96	94	358	28	17	7	91	150	125	127	189
	12%	12%	12%	11%	12%	14%	12%	13%	9%	9%	7%	14%	11%	11%	11%	12%
Landline	309	167	135	96	69	56	86	248	29	27	6	64	109	92	116	112
	9%	9%	8%	10%	7%	8%	11%	9%	9%	13%	5%	10%	8%	8%	10%	7%
							b								b	
NONE	366	218	146	105	100	76	84	299	29	24	15	58	163	106	118	177
	11%	12%	9%	11%	10%	11%	11%	11%	9%	12%	14%	9%	12%	9%	10%	11%
		b														

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2144	38	1891	285	1644	1115	814	257	164	1496	529	1675	350	1246	779	280
Effective Weighted Sample	1825	33	1627	246	1414	948	710	198	145	1267	472	1421	311	1058	668	227
Total	2111	29	1928	265	1692	1107	850	205	163	1542	457	1696	303	1184	816	252
As a package of services	1744	**	1609	21	1609	928	702	170	133	1356	294	1356	294	972	677	213
	83%	**	83%	8%	95% a	84%	83%	83%	81%	88% b	64%	80%	97% a	82%	83%	84%
As individual services	279	**	236	228	15	127	116	30	26	164	102	266	-	156	110	32
	13%	**	12%	86% b	1%	12%	14%	15%	16%	11%	22% a	16% b	-%	13%	13%	13%
Some but not all as a package of services	87	**	83	16	69	52	33	5	4	22	61	74	9	56	28	8
	4%	**	4%	6%	4%	5%	4%	2%	3%	1%	13% a	4%	3%	5%	3%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2144	35	2076	322	1789	1205	906	294	185	298	957	410	845
Effective Weighted Sample	1825	29	1777	272	1533	1022	779	235	162	274	823	361	731
Total	2111	18	2052	270	1800	1150	920	233	173	273	1143	393	1024
As a package of services	1744	**	1704	13	1704	938	778	196	145	199	997	200	996
	83%	**	83%	5%	95%	82%	85%	84%	84%	73%	87%	51%	97%
					a						a		a
As individual services	279	**	262	254	15	150	118	31	24	59	99	158	-
	13%	**	13%	94%	1%	13%	13%	13%	14%	22%	9%	40%	-%
				b						b		b	
Some but not all as a package of services	87	**	85	4	82	62	23	5	4	15	47	35	28
	4%	**	4%	1%	5%	5%	3%	2%	2%	5%	4%	9%	3%
					a		b					b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2144	589	666	143	70	162	375	31	24	1255	537	1611	533
Effective Weighted Sample	1825	492	586	105	59	153	359	28	23	1078	512	1365	462
Total	2111	642	775	115	71	130	310	23	19	1417	439	1610	501
As a package of services	1744	540	656	100	**	105	248	**	**	1196	353	1320	425
	83%	84%	85%	88%	**	81%	80%	**	**	84%	80%	82%	85%
As individual services	279	65	93	10	**	18	49	**	**	158	67	220	60
	13%	10%	12%	9%	**	14%	16%	**	**	11%	15%	14%	12%
Some but not all as a package of services	87	37	26	4	**	6	13	**	**	62	19	71	16
	4%	6%	3%	3%	**	5%	4%	**	**	4%	4%	4%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	2144	933	549	173	511	-	84	720	856	1660	481	125	411	826	904
Effective Weighted Sample	1825	874	518	161	435	-	69	591	745	1401	425	109	330	701	792
Total	2111	749	813	150	421	-	75	734	851	1659	449	118	389	832	887
As a package of services	1744	621	742	125	262	**	**	612	702	1370	371	97	319	689	733
	83%	83%	91%	83%	62%	**	**	83%	83%	83%	83%	83%	82%	83%	83%
		d	acd	d											
As individual services	279	128	45	9	115	**	**	104	104	223	56	17	60	114	105
	13%	17%	6%	6%	27%	**	**	14%	12%	13%	13%	15%	16%	14%	12%
		bc			abc										
Some but not all as a package of services	87	-	26	16	45	**	**	18	45	66	21	3	10	29	48
	4%	-%	3%	11%	11%	**	**	2%	5%	4%	5%	3%	3%	3%	5%
			a	ab	ab				b						

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2144	1134	992	680	611	328	508	1745	201	123	75	318	900	735	644	1153
Effective Weighted Sample	1825	961	851	590	534	284	445	1481	171	110	64	267	757	638	543	988
Total	2111	1150	945	610	614	430	439	1703	212	124	72	314	901	719	615	1153
As a package of services	1744	943	788	498	504	358	371	1403	182	101	**	264	757	584	506	963
	83%	82%	83%	82%	82%	83%	84%	82%	86%	82%	**	84%	84%	81%	82%	84%
As individual services	279	160	117	83	82	60	55	230	27	17	**	32	108	103	78	144
	13%	14%	12%	14%	13%	14%	12%	13%	12%	14%	**	10%	12%	14%	13%	13%
Some but not all as a package of services	87	47	40	29	28	13	14	71	4	6	**	17	35	32	32	46
	4%	4%	4%	5%	5%	3%	3%	4%	2%	5%	**	6%	4%	4%	5%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	84	1	78	11	68	48	31	6	4	15	67	74	8	58	24	7
Effective Weighted Sample	74	1	70	10	62	44	27	5	4	14	63	66	8	53	21	6
Total	87	1	83	16	69	52	33	5	4	22	61	74	9	56	28	8
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	84	1	78	11	68	48	31	6	4	15	67	74	8	58	24	7
Effective Weighted Sample	74	1	70	10	62	44	27	5	4	14	63	66	8	53	21	6
Total	87	1	83	16	69	52	33	5	4	22	61	74	9	56	28	8
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	84	-	83	3	80	57	26	6	3	14	43	30	27
Effective Weighted Sample	74	-	74	3	71	50	25	5	3	14	36	27	22
Total	87	-	85	4	82	62	23	5	4	15	47	35	28
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	84	-	83	3	80	57	26	6	3	14	43	30	27
Effective Weighted Sample	74	-	74	3	71	50	25	5	3	14	36	27	22
Total	87	-	85	4	82	62	23	5	4	15	47	35	28
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	84	31	26	3	3	8	13	2	1	57	21	66	18
Effective Weighted Sample	74	28	22	3	3	7	13	2	1	50	20	59	16
Total	87	37	26	4	4	6	13	1	1	62	19	71	16
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	84	31	26	3	3	8	13	2	1	57	21	66	18
Effective Weighted Sample	74	28	22	3	3	7	13	2	1	50	20	59	16
Total	87	37	26	4	4	6	13	1	1	62	19	71	16
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	84	-	17	19	48	-	2	14	47	63	21	4	7	28	49
Effective Weighted Sample	74	-	16	18	44	-	2	12	43	56	18	4	7	24	44
Total	87	-	26	16	45	-	4	18	45	66	21	3	10	29	48
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	84	-	17	19	48	-	2	14	47	63	21	4	7	28	49
Effective Weighted Sample	74	-	16	18	44	-	2	12	43	56	18	4	7	24	44
Total	87	-	26	16	45	-	4	18	45	66	21	3	10	29	48
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	84	44	40	30	26	10	16	68	4	6	6	16	33	32	32	44
Effective Weighted Sample	74	40	34	26	25	9	14	60	3	6	5	14	29	29	28	39
Total	87	47	40	29	28	13	14	71	4	6	7	17	35	32	32	46
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	84	44	40	30	26	10	16	68	4	6	6	16	33	32	32	44
Effective Weighted Sample	74	40	34	26	25	9	14	60	3	6	5	14	29	29	28	39
Total	87	47	40	29	28	13	14	71	4	6	7	17	35	32	32	46
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	30	-	30	2	28	20	10	8	6	-	30	17	13	26	4	7
Effective Weighted Sample	28	-	28	2	26	18	9	7	6	-	28	16	12	24	4	6
Total	28	-	28	2	26	18	10	6	6	-	28	17	11	25	4	5
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	30	-	30	3	27	21	9	10	7	-	30	18	12
Effective Weighted Sample	28	-	28	3	25	19	9	9	7	-	28	17	11
Total	28	-	28	3	25	19	9	8	7	-	28	18	11
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	30	11	19	4	2	-	-	-	-	30	-	23	7
Effective Weighted Sample	28	10	18	3	2	-	-	-	-	28	-	21	7
Total	28	9	19	2	2	-	-	-	-	28	-	20	8
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	30	22	-	-	30	-	1	13	12	26	4	1	6	14	10
Effective Weighted Sample	28	21	-	-	28	-	1	11	12	24	4	1	6	12	10
Total	28	22	-	-	28	-	1	12	11	24	5	1	6	13	10
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	30	20	10	12	8	5	5	25	2	3	-	3	12	11	7	15
Effective Weighted Sample	28	18	10	11	8	5	5	23	2	3	-	3	10	11	7	14
Total	28	19	9	10	7	7	5	23	2	3	-	3	11	10	6	16
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1828	30	1639	40	1629	975	694	217	133	1314	409	1373	350	1059	664	241
Effective Weighted Sample	1557	25	1408	32	1400	827	605	164	117	1115	367	1168	311	897	572	194
Total	1831	22	1692	37	1677	979	734	175	137	1378	355	1430	303	1027	706	220
Fixed Broadband	1777	**	1651	**	1636	952	718	168	134	1368	315	1420	263	994	689	205
	97%	**	98%	**	98%	97%	98%	96%	98%	99% b	89%	99% b	87%	97%	98% c	93%
Landline phone (i.e. home phone) or line rental	1669	**	1669	**	1669	954	715	171	135	1299	285	1348	236	929	655	186
	91%	**	99%	**	100%	97%	97%	98%	98%	94% b	80%	94% b	78%	90% c	93% c	84%
Pay TV service	1018	**	913	**	901	534	394	83	63	797	170	811	156	554	413	123
	56%	**	54%	**	54%	55%	54%	47%	46%	58% b	48%	57%	51%	54%	59%	56%
Mobile Phone	303	**	247	**	244	144	113	20	13	-	303	-	303	221	82	58
	17%	**	15%	**	15%	15%	15%	12%	9%	-%	85% a	-%	100% a	22% b	12%	26% b
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	**	753	**	753	441	312	73	59	708	11	718	-	385	334	79
	41%	**	44%	**	45%	45%	42%	42%	43%	51% b	3%	50% b	-%	37%	47% ac	36%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	666	**	666	**	666	373	292	80	65	581	37	619	-	371	248	71
	36%	**	39%	**	40%	38%	40%	46%	48%	42% b	11%	43% b	-%	36%	35%	32%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	**	125	**	125	64	61	5	3	-	125	-	125	92	34	19
	7%	**	7%	**	7%	7%	8% cd	3%	2%	-%	35% a	-%	41% a	9% b	5%	9%
FIXED BROADBAND AND PAY TV	95	**	12	**	-	12	12	*	-	79	4	83	-	46	37	12
	5%	**	1%	**	-%	1%	2%	*%	-%	6% b	1%	6% b	-%	4%	5%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1828	30	1639	40	1629	975	694	217	133	1314	409	1373	350	1059	664	241
Effective Weighted Sample	1557	25	1408	32	1400	827	605	164	117	1115	367	1168	311	897	572	194
Total	1831	22	1692	37	1677	979	734	175	137	1378	355	1430	303	1027	706	220
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	90	**	90	53	37	9	7	-	90	-	90	63	27	11
	5%	**	5%	**	5%	5%	5%	5%	5%	-%	25% a	-%	30% a	6%	4%	5%
MOBILE PHONE AND FIXED BROADBAND	40	**	6	**	3	8	4	1	-	-	40	-	40	29	10	11
	2%	**	*%	**	*%	1%	1%	1%	-%	-%	11% a	-%	13% a	3%	1%	5% b
MOBILE PHONE AND PAY TV	18	**	5	**	5	5	3	3	2	-	18	-	18	15	3	9
	1%	**	*%	**	*%	1%	*%	2%	2%	-%	5% a	-%	6% a	2%	*%	4% ab
LANDLINE AND MOBILE PHONE	18	**	18	**	18	11	7	3	1	-	18	-	18	10	8	4
	1%	**	1%	**	1%	1%	1%	1%	1%	-%	5% a	-%	6% a	1%	1%	2%
LANDLINE AND PAY TV	14	**	14	**	14	9	5	2	-	10	-	10	-	4	6	1
	1%	**	1%	**	1%	1%	1%	1%	-%	1%	-%	1%	-%	*%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	**	-	**	-	*	-	*	-	-	9	-	9	8	1	2
	*%	**	-%	**	-%	*%	-%	*%	-%	-%	2% a	-%	3% a	1%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	3	**	3	2	1	*	-	-	3	-	3	3	-	*
	*%	**	*%	**	*%	*%	*%	*%	-%	-%	1% a	-%	1% a	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1828	26	1778	30	1774	1032	772	251	157	231	862	248	845
Effective Weighted Sample	1557	20	1523	22	1519	874	666	199	136	213	746	226	731
Total	1831	12	1790	17	1785	1000	801	201	149	214	1044	235	1024
Fixed Broadband	1777	**	1777	**	1777	984	793	195	146	209	1003	227	985
	97%	**	99%	**	100%	98%	99%	97%	98%	97%	96%	97%	96%
							c						
Landline phone (i.e. home phone) or line rental	1669	**	1641	**	1636	909	740	175	137	202	918	221	898
	91%	**	92%	**	92%	91%	92%	87%	92%	94%	88%	94%	88%
										b		b	
Pay TV service	1018	**	989	**	988	518	480	92	63	-	1018	-	1018
	56%	**	55%	**	55%	52%	60%	46%	42%	-%	98%	-%	99%
							acd				a		a
Mobile Phone	303	**	274	**	271	153	129	28	15	46	166	51	161
	17%	**	15%	**	15%	15%	16%	14%	10%	21%	16%	22%	16%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	**	753	**	753	393	360	67	53	-	753	-	753
	41%	**	42%	**	42%	39%	45%	33%	35%	-%	72%	-%	74%
							c				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	666	**	666	**	666	397	269	92	76	168	15	183	-
	36%	**	37%	**	37%	40%	34%	46%	51%	79%	1%	78%	-%
						b		b	ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	**	125	**	125	55	71	4	1	-	125	-	125
	7%	**	7%	**	7%	5%	9%	2%	1%	-%	12%	-%	12%
							acd				a		a
FIXED BROADBAND AND PAY TV	95	**	95	**	95	53	42	13	5	-	95	-	95
	5%	**	5%	**	5%	5%	5%	7%	4%	-%	9%	-%	9%
											a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1828	26	1778	30	1774	1032	772	251	157	231	862	248	845
Effective Weighted Sample	1557	20	1523	22	1519	874	666	199	136	213	746	226	731
Total	1831	12	1790	17	1785	1000	801	201	149	214	1044	235	1024
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	90	**	90	54	36	8	7	28	2	30	-
	5%	**	5%	**	5%	5%	4%	4%	4%	13% b	*%	13% b	-%
MOBILE PHONE AND FIXED BROADBAND	40	**	40	**	40	26	14	7	2	12	4	13	3
	2%	**	2%	**	2%	3%	2%	3%	2%	6% b	*%	6% b	*%
MOBILE PHONE AND PAY TV	18	**	5	**	5	6	3	3	2	-	18	-	18
	1%	**	*%	**	*%	1%	*%	1%	1%	-%	2%	-%	2%
LANDLINE AND MOBILE PHONE	18	**	6	**	3	6	3	3	1	6	5	8	3
	1%	**	*%	**	*%	1%	*%	1%	1%	3% b	*%	3% b	*%
LANDLINE AND PAY TV	14	**	1	**	-	4	1	1	-	-	14	-	14
	1%	**	*%	**	-%	*%	*%	1%	-%	-%	1%	-%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	**	9	**	9	6	2	4	2	-	9	-	9
	*%	**	*%	**	*%	1%	*%	2%	1%	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	-	**	-	*	1	*	-	-	3	-	3
	*%	**	-%	**	-%	*%	*%	*%	-%	-%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1828	517	576	125	60	140	318	26	20	1093	458	1366	462
Effective Weighted Sample	1557	435	509	93	51	133	305	24	19	944	438	1159	400
Total	1831	577	682	104	64	112	260	20	16	1258	372	1390	441
Fixed Broadband	1777	546	665	91	**	111	259	**	**	1212	370	1348	430
	97%	95%	98%	87%	**	99%	100%	**	**	96%	99%	97%	97%
		c	c								a		
Landline phone (i.e. home phone) or line rental	1669	499	621	79	**	110	256	**	**	1120	366	1242	427
	91%	87%	91%	76%	**	99%	98%	**	**	89%	98%	89%	97%
		c	c								a		a
Pay TV service	1018	488	530	83	**	-	-	**	**	1018	-	815	203
	56%	85%	78%	80%	**	-%	-%	**	**	81%	-%	59%	46%
		b								b		b	
Mobile Phone	303	116	97	30	**	14	34	**	**	212	49	238	65
	17%	20%	14%	28%	**	13%	13%	**	**	17%	13%	17%	15%
				b									
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	344	408	51	**	-	-	**	**	753	-	586	167
	41%	60%	60%	49%	**	-%	-%	**	**	60%	-%	42%	38%
										b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	666	59	125	9	**	98	226	**	**	183	324	469	196
	36%	10%	18%	9%	**	87%	87%	**	**	15%	87%	34%	45%
			ac								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	64	61	9	**	-	-	**	**	125	-	104	21
	7%	11%	9%	9%	**	-%	-%	**	**	10%	-%	8%	5%
										b			
FIXED BROADBAND AND PAY TV	95	49	46	10	**	-	-	**	**	95	-	88	7
	5%	9%	7%	10%	**	-%	-%	**	**	8%	-%	6%	2%
										b		b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	1828	517	576	125	60	140	318	26	20	1093	458	1366	462
Effective Weighted Sample	1557	435	509	93	51	133	305	24	19	944	438	1159	400
Total	1831	577	682	104	64	112	260	20	16	1258	372	1390	441
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	13	17	1	**	11	29	**	**	30	41	57	33
	5%	2%	2%	1%	**	10%	11%	**	**	2%	11% a	4%	7% a
MOBILE PHONE AND FIXED BROADBAND	40	10	6	7	**	2	4	**	**	16	6	35	4
	2%	2%	1%	6% ab	**	1%	2%	**	**	1%	2%	3%	1%
MOBILE PHONE AND PAY TV	18	12	6	4	**	-	-	**	**	18	-	17	1
	1%	2%	1%	4% b	**	-%	-%	**	**	1% b	-%	1%	*%
LANDLINE AND MOBILE PHONE	18	6	4	5	**	1	1	**	**	11	2	14	4
	1%	1%	1%	4% b	**	1%	*%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	14	9	6	4	**	-	-	**	**	14	-	9	6
	1%	1%	1%	4% b	**	-%	-%	**	**	1%	-%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	6	3	4	**	-	-	**	**	9	-	8	1
	*%	1%	*%	4% b	**	-%	-%	**	**	1%	-%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	3	3	-	*	**	-	-	**	**	3	-	3	-
	*%	1%	-%	*%	**	-%	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1828	779	520	162	372	-	64	604	739	1407	418	105	339	697	789
Effective Weighted Sample	1557	731	490	152	315	-	52	495	645	1190	368	90	270	594	691
Total	1831	621	768	141	307	-	59	630	747	1436	392	101	328	718	782
Fixed Broadband	1777	616	766	141	254	**	**	601	736	1389	385	96	306	697	771
	97%	99%	100%	100%	83%	**	**	95%	99%	97%	98%	95%	93%	97%	99%
		d	d	d					b					a	a
Landline phone (i.e. home phone) or line rental	1669	616	756	140	157	**	**	534	709	1284	382	97	256	655	754
	91%	99%	98%	99%	51%	**	**	85%	95%	89%	97%	96%	78%	91%	96%
		d	d	d					bd	b	bd	b		a	ab
Pay TV service	1018	5	755	136	127	**	**	375	415	827	189	54	189	426	401
	56%	1%	98%	96%	42%	**	**	60%	56%	58%	48%	54%	58%	59%	51%
			ad	ad	a			e		e				c	
Mobile Phone	303	5	-	128	175	**	**	100	122	240	63	14	58	114	131
	17%	1%	-%	91%	57%	**	**	16%	16%	17%	16%	13%	18%	16%	17%
				abd	ab										
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	-	742	11	-	**	**	261	328	605	146	43	117	312	321
	41%	-%	97%	8%	-%	**	**	41%	44%	42%	37%	43%	36%	43%	41%
			acd	ad											
DUAL PLAY - LANDLINE AND FIXED BROADBAND	666	616	13	2	35	**	**	205	275	493	172	38	108	247	310
	36%	99%	2%	2%	11%	**	**	33%	37%	34%	44%	38%	33%	34%	40%
		bcd			bc						bd				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	-	-	125	-	**	**	31	59	94	31	4	11	56	58
	7%	-%	-%	89%	-%	**	**	5%	8%	7%	8%	4%	3%	8%	7%
				abd										a	
FIXED BROADBAND AND PAY TV	95	-	12	-	84	**	**	57	19	88	7	2	42	38	15
	5%	-%	2%	-%	27%	**	**	9%	3%	6%	2%	2%	13%	5%	2%
			a		abc			ce		ce			bc	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	-	2	88	**	**	20	40	62	27	8	8	27	55
	5%	-%	-%	1%	29%	**	**	3%	5%	4%	7%	8%	2%	4%	7%
				ab	abc						b				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1828	779	520	162	372	-	64	604	739	1407	418	105	339	697	789
Effective Weighted Sample	1557	731	490	152	315	-	52	495	645	1190	368	90	270	594	691
Total	1831	621	768	141	307	-	59	630	747	1436	392	101	328	718	782
MOBILE PHONE AND FIXED BROADBAND	40	-	-	1	39	**	**	21	13	38	1	*	18	12	10
	2%	-%	-%	1%	13%	**	**	3%	2%	3%	*%	*%	5%	2%	1%
					abc			e		e			bc		
MOBILE PHONE AND PAY TV	18	5	-	-	18	**	**	12	3	17	1	1	10	7	2
	1%	1%	-%	-%	6%	**	**	2%	*%	1%	*%	1%	3%	1%	*%
					abc			c					c		
LANDLINE AND MOBILE PHONE	18	-	-	-	18	**	**	9	5	15	3	-	6	7	5
	1%	-%	-%	-%	6%	**	**	1%	1%	1%	1%	-%	2%	1%	1%
					abc										
LANDLINE AND PAY TV	14	-	1	-	13	**	**	7	3	11	4	4	3	7	4
	1%	-%	*%	-%	4%	**	**	1%	*%	1%	1%	4%	1%	1%	1%
					abc							cd			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	-	-	-	9	**	**	6	3	9	-	-	3	6	1
	*%	-%	-%	-%	3%	**	**	1%	*%	1%	-%	-%	1%	1%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	3	-	-	-	3	**	**	1	-	3	-	-	3	-	-
	*%	-%	-%	-%	1%	**	**	*%	-%	*%	-%	-%	1%	-%	-%
					a								bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1828	961	853	581	521	276	433	1481	175	105	67	277	778	623	556	987
Effective Weighted Sample	1557	814	732	503	455	240	381	1259	148	93	57	234	656	540	469	848
Total	1831	990	828	527	532	371	385	1474	186	107	65	282	793	616	537	1009
Fixed Broadband	1777	960	804	502	521	363	375	1427	183	102	**	267	769	603	512	992
	97%	97%	97%	95%	98%	98%	98%	97%	99%	96%	**	95%	97%	98%	95%	98% a
Landline phone (i.e. home phone) or line rental	1669	902	754	480	485	332	358	1345	173	91	**	249	725	563	486	932
	91%	91%	91%	91%	91%	90%	93%	91%	93%	85%	**	88%	92%	91%	90%	92%
Pay TV service	1018	544	467	283	302	213	212	820	106	56	**	161	439	338	298	560
	56%	55%	56%	54%	57%	57%	55%	56%	57%	53%	**	57%	55%	55%	55%	56%
Mobile Phone	303	189	112	96	79	63	62	250	23	21	**	54	131	94	99	148
	17%	19%	13%	18%	15%	17%	16%	17%	13%	20%	**	19%	17%	15%	19%	15%
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	395	351	204	231	149	163	608	83	35	**	114	322	261	215	422
	41%	40%	42%	39%	43%	40%	42%	41%	45%	33%	**	41%	41%	42%	40%	42%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	666	355	307	201	191	128	139	526	72	41	**	90	290	234	187	381
	36%	36%	37%	38%	36%	35%	36%	36%	39%	39%	**	32%	37%	38%	35%	38%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	80	45	35	36	28	25	99	11	10	**	19	57	36	36	71
	7%	8%	5%	7%	7%	8%	7%	7%	6%	9%	**	7%	7%	6%	7%	7%
FIXED BROADBAND AND PAY TV	95	45	50	23	27	26	17	77	7	7	**	19	43	26	28	52
	5%	5%	6%	4%	5%	7%	4%	5%	4%	6%	**	7%	5%	4%	5%	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	54	34	24	19	22	23	79	7	1	**	14	40	26	31	46
	5%	6%	4%	5%	4%	6%	6%	5%	4%	1%	**	5%	5%	4%	6%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1828	961	853	581	521	276	433	1481	175	105	67	277	778	623	556	987
Effective Weighted Sample	1557	814	732	503	455	240	381	1259	148	93	57	234	656	540	469	848
Total	1831	990	828	527	532	371	385	1474	186	107	65	282	793	616	537	1009
MOBILE PHONE AND FIXED BROADBAND	40	27	13	9	15	8	7	30	1	8	**	10	16	14	15	16
	2%	3%	2%	2%	3%	2%	2%	2%	*%	7% ab	**	4%	2%	2%	3%	2%
MOBILE PHONE AND PAY TV	18	12	7	10	3	3	1	15	3	1	**	2	7	9	7	4
	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	**	1%	1%	1%	1%	*%
LANDLINE AND MOBILE PHONE	18	10	8	10	4	-	4	18	-	-	**	6	8	4	7	6
	1%	1%	1%	2%	1%	-%	1%	1%	-%	-%	**	2%	1%	1%	1%	1%
LANDLINE AND PAY TV	14	6	8	3	4	4	4	12	-	2	**	5	6	1	9	5
	1%	1%	1%	1%	1%	1%	1%	1%	-%	2%	**	2% c	1%	*%	2%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	4	4	5	2	1	1	7	2	-	**	1	2	6	2	4
	*%	*%	1%	1%	*%	*%	*%	*%	1%	-%	**	*%	*%	1%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	3	2	1	2	-	1	-	2	-	1	**	1	2	*	2	1
	*%	*%	*%	*%	-%	*%	-%	*%	-%	1%	**	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1828	30	1639	40	1629	975	694	217	133	1314	409	1373	350	1059	664	241
Effective Weighted Sample	1557	25	1408	32	1400	827	605	164	117	1115	367	1168	311	897	572	194
Total	1831	22	1692	37	1677	979	734	175	137	1378	355	1430	303	1027	706	220
Sky	547	**	489	**	479	303	197	42	31	430	89	437	81	308	210	70
	30%	**	29%	**	29%	31%	27%	24%	23%	31%	25%	31%	27%	30%	30%	32%
Virgin Media	418	**	381	**	380	195	188	26	22	311	87	327	72	225	173	41
	23%	**	23%	**	23%	20%	26% ac	15%	16%	23%	25%	23%	24%	22%	25%	19%
BT	408	**	398	**	396	159	240	37	25	318	68	328	58	220	166	43
	22%	**	24%	**	24%	16%	33% acd	21%	18%	23%	19%	23%	19%	21%	24%	19%
TalkTalk	161	**	156	**	156	102	54	16	14	140	7	141	6	84	63	17
	9%	**	9%	**	9%	10%	7%	9%	10%	10% b	2%	10% b	2%	8%	9%	8%
Plusnet	88	**	86	**	86	75	13	16	16	73	11	74	9	58	25	14
	5%	**	5%	**	5%	8% b	2%	9% b	11% b	5%	3%	5%	3%	6%	4%	6%
EE	81	**	63	**	63	48	20	9	4	15	61	26	51	48	28	16
	4%	**	4%	**	4%	5%	3%	5%	3%	1%	17% a	2%	17% a	5%	4%	7%
Vodafone	56	**	49	**	48	43	6	13	12	27	29	33	23	41	15	10
	3%	**	3%	**	3%	4% b	1%	7% b	9% b	2%	8% a	2%	7% a	4%	2%	5%
NOW/ NOW Broadband	31	**	29	**	29	26	4	10	7	28	-	28	-	17	10	4
	2%	**	2%	**	2%	3% b	*% b	6% b	5% b	2% b	-% b	2% b	-% b	2% b	1% b	2% b
Shell Energy	11	**	11	**	11	9	2	5	4	10	-	10	-	5	4	2
	1%	**	1%	**	1%	1%	*% b	3% b	3% b	1%	-% b	1%	-% b	1% b	1% b	1% b
Utility Warehouse	9	**	9	**	9	7	2	1	1	6	3	6	3	6	3	1
	1%	**	1%	**	1%	1%	*% b	1% b	1% b	*% b	1% b	*% b	1% b	1% b	*% b	*% b
KCOM	7	**	7	**	7	*	7	*	-	7	-	7	-	5	2	1
	*%	**	*% b	**	*% b	*% b	1% b	*% b	-% b	*% b	-% b	*% b	-% b	*% b	*% b	1% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1828	30	1639	40	1629	975	694	217	133	1314	409	1373	350	1059	664	241
Effective Weighted Sample	1557	25	1408	32	1400	827	605	164	117	1115	367	1168	311	897	572	194
Total	1831	22	1692	37	1677	979	734	175	137	1378	355	1430	303	1027	706	220
Post Office	6	**	6	**	6	5	1	-	-	6	-	6	-	3	3	-
	*%	**	*%	**	*%	1%	*%	-%	-%	*%	-%	*%	-%	*%	*%	-%
SSE	4	**	4	**	4	3	1	*	-	4	-	4	-	3	1	-
	*%	**	*%	**	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	-%
John Lewis	4	**	4	**	4	3	1	2	1	4	-	4	-	4	-	2
	*%	**	*%	**	*%	*%	*%	1%	1%	*%	-%	*%	-%	*%	-%	1%
The Phone Co-op	1	**	1	**	1	1	-	-	-	1	-	1	-	1	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1828	26	1778	30	1774	1032	772	251	157	231	862	248	845
Effective Weighted Sample	1557	20	1523	22	1519	874	666	199	136	213	746	226	731
Total	1831	12	1790	17	1785	1000	801	201	149	214	1044	235	1024
Sky	547	**	532	**	531	300	236	42	30	1	487	5	483
	30%	**	30%	**	30%	30%	29%	21%	20%	1%	47%	2%	47%
						c	c				a		a
Virgin Media	418	**	413	**	412	170	245	30	24	21	345	24	343
	23%	**	23%	**	23%	17%	31%	15%	16%	10%	33%	10%	33%
							acd				a		a
BT	408	**	398	**	397	213	187	44	29	101	128	112	118
	22%	**	22%	**	22%	21%	23%	22%	20%	47%	12%	48%	11%
										b		b	
TalkTalk	161	**	158	**	158	92	65	20	16	25	50	27	49
	9%	**	9%	**	9%	9%	8%	10%	11%	12%	5%	12%	5%
										b		b	
Plusnet	88	**	88	**	88	74	13	22	20	16	4	16	4
	5%	**	5%	**	5%	7%	2%	11%	14%	7%	1%	7%	1%
						b		b	ab	b		b	
EE	81	**	73	**	73	53	25	13	6	20	17	20	17
	4%	**	4%	**	4%	5%	3%	6%	4%	9%	2%	8%	2%
										b		b	
Vodafone	56	**	55	**	54	46	10	13	9	18	1	18	-
	3%	**	3%	**	3%	5%	1%	6%	6%	8%	1%	8%	1%
						b		b	b	b		b	
NOW/ NOW Broadband	31	**	31	**	31	27	4	9	8	-	12	1	11
	2%	**	2%	**	2%	3%	1%	5%	5%	1%	1%	1%	1%
						b		b	b				
Shell Energy	11	**	11	**	11	9	2	5	4	3	-	3	-
	1%	**	1%	**	1%	1%	1%	2%	3%	1%	1%	1%	1%
								b	b	b		b	
Utility Warehouse	9	**	9	**	9	7	2	1	1	3	-	3	-
	1%	**	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%
										b		b	
KCOM	7	**	7	**	7	1	6	*	-	3	-	3	-
	1%	**	1%	**	1%	1%	1%	1%	1%	2%	1%	1%	1%
										b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1828	26	1778	30	1774	1032	772	251	157	231	862	248	845
Effective Weighted Sample	1557	20	1523	22	1519	874	666	199	136	213	746	226	731
Total	1831	12	1790	17	1785	1000	801	201	149	214	1044	235	1024
Post Office	6	**	6	**	6	2	5	-	-	1	-	1	-
	*%	**	*%	**	*%	*%	1%	-%	-%	1%	-%	1%	-%
SSE	4	**	4	**	4	4	-	1	1	1	-	1	-
	*%	**	*%	**	*%	*%	-%	*%	*%	1%	-%	*%	-%
John Lewis	4	**	4	**	4	3	1	1	1	-	-	-	-
	*%	**	*%	**	*%	*%	*%	1%	1%	-%	-%	-%	-%
The Phone Co-op	1	**	1	**	1	1	-	-	-	-	-	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1828	517	576	125	60	140	318	26	20	1093	458	1366	462
Effective Weighted Sample	1557	435	509	93	51	133	305	24	19	944	438	1159	400
Total	1831	577	682	104	64	112	260	20	16	1258	372	1390	441
Sky	547	221	267	28	**	9	20	**	**	488	29	445	102
	30%	38%	39%	27%	**	8%	8%	**	**	39%	8%	32%	23%
Virgin Media	418	165	201	25	**	9	13	**	**	366	22	317	100
	23%	29%	29%	24%	**	8%	5%	**	**	29%	6%	23%	23%
BT	408	98	132	23	**	34	90	**	**	229	124	296	112
	22%	17%	19%	22%	**	30%	35%	**	**	18%	33%	21%	25%
TalkTalk	161	40	36	12	**	18	40	**	**	76	58	99	63
	9%	7%	5%	11%	**	16%	16%	**	**	6%	16%	7%	14%
Plusnet	88	8	12	*	**	13	33	**	**	20	46	65	22
	5%	1%	2%	*%	**	12%	13%	**	**	2%	12%	5%	5%
EE	81	21	16	9	**	10	16	**	**	36	26	66	14
	4%	4%	2%	8%	**	9%	6%	**	**	3%	7%	5%	3%
Vodafone	56	8	10	4	**	9	21	**	**	18	30	46	9
	3%	1%	1%	4%	**	8%	8%	**	**	1%	8%	3%	2%
NOW/ NOW Broadband	31	10	3	3	**	5	8	**	**	12	13	27	3
	2%	2%	*%	3%	**	5%	3%	**	**	1%	3%	2%	1%
Shell Energy	11	1	1	-	**	2	5	**	**	3	6	7	5
	1%	*%	*%	-%	**	1%	2%	**	**	*%	2%	*%	1%
Utility Warehouse	9	2	1	1	**	1	4	**	**	3	5	8	1
	1%	*%	*%	1%	**	1%	2%	**	**	*%	1%	1%	*%
KCOM	7	2	2	-	**	-	3	**	**	3	3	5	2
	*%	*%	*%	-%	**	-%	1%	**	**	*%	1%	*%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1828	517	576	125	60	140	318	26	20	1093	458	1366	462
Effective Weighted Sample	1557	435	509	93	51	133	305	24	19	944	438	1159	400
Total	1831	577	682	104	64	112	260	20	16	1258	372	1390	441
Post Office	6	-	1	-	**	1	3	**	**	1	4	2	5
	*%	-%	*%	-%	**	1%	1%	**	**	*%	1%	*%	1% a
SSE	4	*	1	-	**	1	1	**	**	1	2	3	1
	*%	*%	*%	-%	**	1%	*%	**	**	*%	*%	*%	*%
John Lewis	4	-	-	-	**	*	3	**	**	-	3	3	1
	*%	-%	-%	-%	**	*%	1%	**	**	-%	1% a	*%	*%
The Phone Co-op	1	-	-	-	**	-	1	**	**	-	1	-	1
	*%	-%	-%	-%	**	-%	*%	**	**	-%	*%	-%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1828	779	520	162	372	-	64	604	739	1407	418	105	339	697	789
Effective Weighted Sample	1557	731	490	152	315	-	52	495	645	1190	368	90	270	594	691
Total	1831	621	768	141	307	-	59	630	747	1436	392	101	328	718	782
Sky	547	53	363	57	80	**	**	238	210	460	86	26	112	242	193
	30%	8%	47%	40%	26%	**	**	38%	28%	32%	22%	25%	34%	34%	25%
Virgin Media			ad	ad	a			ce		e			c	c	
	418	52	250	62	53	**	**	132	189	336	80	19	70	174	173
	23%	8%	33%	44%	17%	**	**	21%	25%	23%	21%	19%	21%	24%	22%
			ad	abd	a										
BT	408	234	101	12	61	**	**	106	171	298	109	22	66	132	209
	22%	38%	13%	9%	20%	**	**	17%	23%	21%	28%	22%	20%	18%	27%
TalkTalk		bcd			bc				b		bd				b
	161	107	39	3	12	**	**	36	71	109	53	18	15	58	88
	9%	17%	5%	2%	4%	**	**	6%	9%	8%	13%	18%	5%	8%	11%
		bcd									bd	bd			a
Plusnet	88	73	4	-	11	**	**	31	30	63	25	5	16	29	42
	5%	12%	1%	-%	3%	**	**	5%	4%	4%	6%	5%	5%	4%	5%
		bcd			b										
	81	18	-	7	56	**	**	34	29	68	12	5	18	32	30
EE	4%	3%	-%	5%	18%	**	**	5%	4%	5%	3%	5%	6%	5%	4%
		b		b	abc										
Vodafone	56	27	-	-	29	**	**	26	16	45	11	3	14	21	21
	3%	4%	-%	-%	9%	**	**	4%	2%	3%	3%	3%	4%	3%	3%
		bc			abc										
	31	18	11	-	2	**	**	18	6	25	6	1	13	12	6
NOW/ NOW Broadband	2%	3%	1%	-%	1%	**	**	3%	1%	2%	1%	1%	4%	2%	1%
								c					c		
Shell Energy	11	11	-	-	-	**	**	3	5	8	4	1	2	4	6
	1%	2%	-%	-%	-%	**	**	*%	1%	1%	1%	1%	*%	1%	1%
		bd													
	9	6	-	-	3	**	**	5	3	8	1	-	2	6	1
Utility Warehouse	1%	1%	-%	-%	1%	**	**	1%	*%	1%	*%	-%	1%	1%	*%
KCOM	7	7	-	-	-	**	**	*	5	5	2	-	*	3	3
	*%	1%	-%	-%	-%	**	**	*%	1%	*%	*%	-%	*%	*%	*%
Post Office	6	6	-	-	-	**	**	-	6	6	-	-	-	1	5
	*%	1%	-%	-%	-%	**	**	-%	1%	*%	-%	-%	-%	*%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1828	779	520	162	372	-	64	604	739	1407	418	105	339	697	789
Effective Weighted Sample	1557	731	490	152	315	-	52	495	645	1190	368	90	270	594	691
Total	1831	621	768	141	307	-	59	630	747	1436	392	101	328	718	782
SSE	4	4	-	-	-	**	**	*	3	3	1	-	*	1	2
	*%	1%	-%	-%	-%	**	**	*%	*%	*%	*%	-%	*%	*%	*%
John Lewis	4	4	-	-	-	**	**	*	3	3	1	1	-	2	1
	*%	1%	-%	-%	-%	**	**	*%	*%	*%	*%	1%	-%	*%	*%
The Phone Co-op	1	1	-	-	-	**	**	-	-	-	1	-	-	-	1
	*%	*%	-%	-%	-%	**	**	-%	-%	-%	*%	-%	-%	-%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1828	961	853	581	521	276	433	1481	175	105	67	277	778	623	556	987
Effective Weighted Sample	1557	814	732	503	455	240	381	1259	148	93	57	234	656	540	469	848
Total	1831	990	828	527	532	371	385	1474	186	107	65	282	793	616	537	1009
Sky	547	282	260	130	185	110	119	418	68	38	**	87	245	181	155	310
	30%	29%	31%	25%	35%	30%	31%	28%	37%	35%	**	31%	31%	29%	29%	31%
Virgin Media	418	232	181	129	110	89	86	364	25	17	**	71	169	145	126	219
	23%	23%	22%	24%	21%	24%	22%	25% b	13%	16%	**	25%	21%	24%	24%	22%
BT	408	211	196	147	97	85	73	326	44	17	**	55	166	152	104	250
	22%	21%	24%	28% bd	18%	23%	19%	22%	24%	16%	**	20%	21%	25%	19%	25%
TalkTalk	161	94	66	35	45	31	48	125	22	11	**	21	81	41	54	83
	9%	10%	8%	7%	8%	8%	13% a	8%	12%	10%	**	7%	10%	7%	10%	8%
Plusnet	88	49	38	28	32	9	18	75	9	3	**	11	39	32	25	51
	5%	5%	5%	5%	6%	3%	5%	5%	5%	3%	**	4%	5%	5%	5%	5%
EE	81	50	29	19	23	19	17	62	6	10	**	16	38	19	27	35
	4%	5%	4%	4%	4%	5%	5%	4%	3%	9%	**	6%	5%	3%	5%	3%
Vodafone	56	38	18	19	16	14	6	42	7	6	**	8	22	22	21	24
	3%	4%	2%	4%	3%	4%	2%	3%	4%	6%	**	3%	3%	4%	4%	2%
NOW/ NOW Broadband	31	14	17	6	10	8	7	26	3	1	**	4	16	10	7	21
	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	**	2%	2%	2%	1%	2%
Shell Energy	11	4	7	4	2	-	6	11	1	-	**	4	5	2	7	3
	1%	*%	1%	1%	*%	-%	2%	1%	*%	-%	**	2%	1%	*%	1%	*%
Utility Warehouse	9	4	5	3	6	-	1	8	-	2	**	-	4	5	5	4
	1%	*%	1%	1%	1%	-%	*%	1%	-%	1%	**	-%	*%	1%	1%	*%
KCOM	7	4	3	2	2	1	1	7	-	-	**	2	3	1	2	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	1%	*%	*%	*%	*%
Post Office	6	3	4	1	3	2	1	6	-	-	**	-	3	3	2	3
	*%	*%	*%	*%	*%	1%	*%	*%	-%	-%	**	-%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1828	961	853	581	521	276	433	1481	175	105	67	277	778	623	556	987
Effective Weighted Sample	1557	814	732	503	455	240	381	1259	148	93	57	234	656	540	469	848
Total	1831	990	828	527	532	371	385	1474	186	107	65	282	793	616	537	1009
SSE	4	3	1	2	1	-	1	1	-	3	**	1	1	2	1	2
	*%	*%	*%	*%	*%	-%	*%	*%	-%	3%	**	*%	*%	*%	*%	*%
										a						
John Lewis	4	1	3	1	1	1	-	4	-	-	**	-	3	1	1	3
	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	**	-%	*%	*%	*%	*%
The Phone Co-op	1	1	-	1	-	-	-	1	-	-	**	-	-	-	-	1
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**	-%	-%	-%	-%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	27	-	27	-	27	17	10	7	5	-	27	15	12	24	3	7
Effective Weighted Sample	25	-	25	-	25	16	9	6	5	-	25	14	11	22	3	6
Total	25	-	25	-	25	15	10	5	4	-	25	15	11	22	3	5
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	-	27	-	27	19	8	9	6	-	27	15	12
Effective Weighted Sample	25	-	25	-	25	17	8	8	6	-	25	14	11
Total	25	-	25	-	25	17	8	7	5	-	25	15	11
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b													

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	27	10	17	4	2	-	-	-	-	27	-	20	7
Effective Weighted Sample	25	9	16	3	2	-	-	-	-	25	-	19	7
Total	25	9	17	2	2	-	-	-	-	25	-	17	8
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	27	20	-	-	27	-	1	11	11	23	4	1	6	11	10
Effective Weighted Sample	25	19	-	-	25	-	1	10	11	21	4	1	6	10	10
Total	25	20	-	-	25	-	1	10	10	21	5	1	6	10	10
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	27	18	9	10	8	4	5	22	2	3	-	3	11	9	7	13
Effective Weighted Sample	25	16	9	9	8	4	5	20	2	3	-	3	9	9	7	12
Total	25	17	8	8	7	6	5	20	2	3	-	3	10	9	6	13
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	27	-	27	-	27	17	10	7	5	-	27	15	12	24	3	7
Effective Weighted Sample	25	-	25	-	25	16	9	6	5	-	25	14	11	22	3	6
Total	25	-	25	-	25	15	10	5	4	-	25	15	11	22	3	5
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	-	27	-	27	19	8	9	6	-	27	15	12
Effective Weighted Sample	25	-	25	-	25	17	8	8	6	-	25	14	11
Total	25	-	25	-	25	17	8	7	5	-	25	15	11
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	27	10	17	4	2	-	-	-	-	27	-	20	7
Effective Weighted Sample	25	9	16	3	2	-	-	-	-	25	-	19	7
Total	25	9	17	2	2	-	-	-	-	25	-	17	8
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	27	20	-	-	27	-	1	11	11	23	4	1	6	11	10
Effective Weighted Sample	25	19	-	-	25	-	1	10	11	21	4	1	6	10	10
Total	25	20	-	-	25	-	1	10	10	21	5	1	6	10	10
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	27	18	9	10	8	4	5	22	2	3	-	3	11	9	7	13
Effective Weighted Sample	25	16	9	9	8	4	5	20	2	3	-	3	9	9	7	12
Total	25	17	8	8	7	6	5	20	2	3	-	3	10	9	6	13
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1843	30	1654	40	1644	985	699	221	137	1314	424	1388	350	1073	665	244
Effective Weighted Sample	1571	25	1422	32	1414	837	609	168	121	1115	381	1181	311	910	573	197
Total	1846	22	1707	37	1692	989	740	178	140	1378	370	1445	303	1041	707	223
Fixed Broadband	1800	**	1674	**	1659	964	728	172	138	1368	338	1435	271	1013	692	210
	98%	**	98%	**	98%	98%	98%	97%	99%	99% b	91%	99% b	89%	97%	98% c	94%
Landline phone (i.e. home phone) or line rental	1692	**	1692	**	1692	968	724	175	139	1299	307	1362	244	949	657	191
	92%	**	99%	**	100%	98%	98%	98%	99%	94% b	83%	94% b	81%	91% c	93% c	86%
Pay TV service	1024	**	918	**	906	538	395	84	63	797	176	811	161	558	414	123
	55%	**	54%	**	54%	54%	53%	47%	45%	58% b	47%	56%	53%	54%	59%	55%
Mobile Phone	303	**	247	**	244	144	113	20	13	-	303	-	303	221	82	58
	16%	**	14%	**	14%	15%	15%	11%	9%	-% a	82% a	-% a	100% a	21% b	12%	26% b
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	**	753	**	753	441	312	73	59	708	11	718	-	385	334	79
	41%	**	44%	**	44%	45%	42%	41%	42%	51% b	3%	50% b	-%	37%	47% ac	35%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	**	686	**	686	385	301	84	70	581	58	634	5	389	250	76
	37%	**	40%	**	41%	39%	41%	47%	50%	42% b	16%	44% b	2%	37%	35%	34%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	**	125	**	125	64	61	5	3	-	125	-	125	92	34	19
	7%	**	7%	**	7%	6%	8% cd	3%	2%	-% a	34% a	-% a	41% a	9% b	5%	9%
FIXED BROADBAND AND PAY TV	98	**	14	**	3	13	13	1	-	79	6	83	3	48	38	12
	5%	**	1%	**	*%	1%	2%	*%	-%	6% b	2%	6% b	1%	5%	5%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1843	30	1654	40	1644	985	699	221	137	1314	424	1388	350	1073	665	244
Effective Weighted Sample	1571	25	1422	32	1414	837	609	168	121	1115	381	1181	311	910	573	197
Total	1846	22	1707	37	1692	989	740	178	140	1378	370	1445	303	1041	707	223
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	90	**	90	53	37	9	7	-	90	-	90	63	27	11
	5%	**	5%	**	5%	5%	5%	5%	5%	-%	24% a	-%	30% a	6%	4%	5%
MOBILE PHONE AND FIXED BROADBAND	40	**	6	**	3	8	4	1	-	-	40	-	40	29	10	11
	2%	**	*%	**	*%	1%	1%	*%	-%	-%	11% a	-%	13% a	3%	1%	5% b
MOBILE PHONE AND PAY TV	18	**	5	**	5	5	3	3	2	-	18	-	18	15	3	9
	1%	**	*%	**	*%	1%	*%	2%	2%	-%	5% a	-%	6% a	1%	*%	4% ab
LANDLINE AND MOBILE PHONE	18	**	18	**	18	11	7	3	1	-	18	-	18	10	8	4
	1%	**	1%	**	1%	1%	1%	1%	1%	-%	5% a	-%	6% a	1%	1%	2%
LANDLINE AND PAY TV	17	**	17	**	17	12	5	2	-	10	3	10	3	7	6	1
	1%	**	1%	**	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	**	-	**	-	*	-	*	-	-	9	-	9	8	1	2
	*%	**	-%	**	-%	*%	-%	*%	-%	-%	2% a	-%	3% a	1%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	3	**	3	2	1	*	-	-	3	-	3	3	-	*
	*%	**	*%	**	*%	*%	*%	*%	-%	-%	1% a	-%	1% a	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1843	26	1793	30	1789	1043	776	255	161	231	877	263	845
Effective Weighted Sample	1571	20	1537	22	1533	884	670	203	140	213	759	240	731
Total	1846	12	1804	17	1800	1011	805	205	152	214	1059	250	1024
Fixed Broadband	1800	**	1800	**	1800	999	801	201	151	209	1026	242	993
	98%	**	100%	**	100%	99%	100%	98%	99%	97%	97%	97%	97%
Landline phone (i.e. home phone) or line rental	1692	**	1663	**	1659	924	747	180	142	202	941	236	906
	92%	**	92%	**	92%	91%	93%	88%	93%	94%	89%	95%	89%
												b	
Pay TV service	1024	**	994	**	993	522	481	94	64	-	1024	-	1024
	55%	**	55%	**	55%	52%	60%	46%	42%	-%	97%	-%	100%
							acd				a		a
Mobile Phone	303	**	274	**	271	153	129	28	15	46	166	51	161
	16%	**	15%	**	15%	15%	16%	13%	10%	21%	16%	21%	16%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	**	753	**	753	393	360	67	53	-	753	-	753
	41%	**	42%	**	42%	39%	45%	33%	35%	-%	71%	-%	74%
							c				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	**	686	**	686	410	276	97	80	168	35	198	5
	37%	**	38%	**	38%	41%	34%	47%	53%	79%	3%	79%	1%
						b		b	ab	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	**	125	**	125	55	71	4	1	-	125	-	125
	7%	**	7%	**	7%	5%	9%	2%	1%	-%	12%	-%	12%
						d	acd				a		a
FIXED BROADBAND AND PAY TV	98	**	98	**	98	55	43	15	6	-	98	-	98
	5%	**	5%	**	5%	5%	5%	7%	4%	-%	9%	-%	10%
											a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	90	**	90	54	36	8	7	28	2	30	-
	5%	**	5%	**	5%	5%	4%	4%	4%	13%	-%	12%	-%
										b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1843	26	1793	30	1789	1043	776	255	161	231	877	263	845
Effective Weighted Sample	1571	20	1537	22	1533	884	670	203	140	213	759	240	731
Total	1846	12	1804	17	1800	1011	805	205	152	214	1059	250	1024
MOBILE PHONE AND FIXED BROADBAND	40	**	40	**	40	26	14	7	2	12	4	13	3
	2%	**	2%	**	2%	3%	2%	3%	2%	6%	*%	5%	*%
										b		b	
MOBILE PHONE AND PAY TV	18	**	5	**	5	6	3	3	2	-	18	-	18
	1%	**	*%	**	*%	1%	*%	1%	1%	-%	2%	-%	2%
LANDLINE AND MOBILE PHONE	18	**	6	**	3	6	3	3	1	6	5	8	3
	1%	**	*%	**	*%	1%	*%	1%	1%	3%	*%	3%	*%
										b		b	
LANDLINE AND PAY TV	17	**	4	**	3	7	1	2	-	-	17	-	17
	1%	**	*%	**	*%	1%	*%	1%	-%	-%	2%	-%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	**	9	**	9	6	2	4	2	-	9	-	9
	*%	**	*%	**	*%	1%	*%	2%	1%	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	-	**	-	*	1	*	-	-	3	-	3
	*%	**	-%	**	-%	*%	*%	*%	-%	-%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1843	521	587	125	60	140	318	26	20	1108	458	1376	467
Effective Weighted Sample	1571	438	519	93	51	133	305	24	19	957	438	1168	404
Total	1846	581	692	104	64	112	260	20	16	1273	372	1399	447
Fixed Broadband	1800	553	681	93	**	111	259	**	**	1234	370	1362	438
	98%	95%	98%	89%	**	99%	100%	**	**	97%	99%	97%	98%
		c	ac								a		
Landline phone (i.e. home phone) or line rental	1692	506	637	80	**	110	256	**	**	1143	366	1258	434
	92%	87%	92%	77%	**	99%	98%	**	**	90%	98%	90%	97%
		c	ac								a		a
Pay TV service	1024	491	532	85	**	-	-	**	**	1024	-	820	204
	55%	85%	77%	82%	**	-%	-%	**	**	80%	-%	59%	46%
		b								b		b	
Mobile Phone	303	116	97	30	**	14	34	**	**	212	49	238	65
	16%	20%	14%	28%	**	13%	13%	**	**	17%	13%	17%	14%
		b		b									
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	344	408	51	**	-	-	**	**	753	-	586	167
	41%	59%	59%	49%	**	-%	-%	**	**	59%	-%	42%	37%
										b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	64	140	9	**	98	226	**	**	203	324	482	204
	37%	11%	20%	9%	**	87%	87%	**	**	16%	87%	34%	46%
			ac								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	64	61	9	**	-	-	**	**	125	-	104	21
	7%	11%	9%	9%	**	-%	-%	**	**	10%	-%	7%	5%
										b			
FIXED BROADBAND AND PAY TV	98	51	47	12	**	-	-	**	**	98	-	90	8
	5%	9%	7%	11%	**	-%	-%	**	**	8%	-%	6%	2%
										b		b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	1843	521	587	125	60	140	318	26	20	1108	458	1376	467
Effective Weighted Sample	1571	438	519	93	51	133	305	24	19	957	438	1168	404
Total	1846	581	692	104	64	112	260	20	16	1273	372	1399	447
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	13	17	1	**	11	29	**	**	30	41	57	33
	5%	2%	2%	1%	**	10%	11%	**	**	2%	11% a	4%	7% a
MOBILE PHONE AND FIXED BROADBAND	40	10	6	7	**	2	4	**	**	16	6	35	4
	2%	2%	1%	6% ab	**	1%	2%	**	**	1%	2%	3%	1%
MOBILE PHONE AND PAY TV	18	12	6	4	**	-	-	**	**	18	-	17	1
	1%	2%	1%	4% b	**	-%	-%	**	**	1% b	-%	1%	*%
LANDLINE AND MOBILE PHONE	18	6	4	5	**	1	1	**	**	11	2	14	4
	1%	1%	1%	4% b	**	1%	*%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	17	10	7	5	**	-	-	**	**	17	-	11	6
	1%	2%	1%	4% b	**	-%	-%	**	**	1%	-%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	6	3	4	**	-	-	**	**	9	-	8	1
	*%	1%	*%	4% b	**	-%	-%	**	**	1%	-%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	3	3	-	*	**	-	-	**	**	3	-	3	-
	*%	1%	-%	*% b	**	-%	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1843	794	520	162	387	-	64	608	747	1419	421	105	341	703	796
Effective Weighted Sample	1571	744	490	152	329	-	52	499	653	1201	371	90	272	600	698
Total	1846	636	768	141	322	-	59	634	754	1447	396	101	330	724	789
Fixed Broadband	1800	636	766	141	277	**	**	609	745	1407	389	97	311	705	780
	98%	100%	100%	100%	86%	**	**	96%	99%	97%	98%	96%	94%	97%	99%
		d	d	d					b						a
Landline phone (i.e. home phone) or line rental	1692	636	756	140	180	**	**	542	718	1302	387	98	260	665	764
	92%	100%	98%	99%	56%	**	**	85%	95%	90%	98%	98%	79%	92%	97%
		bd	d	d					bd	b	bd	b		a	ab
Pay TV service	1024	5	755	136	133	**	**	379	417	832	189	54	191	427	403
	55%	1%	98%	96%	41%	**	**	60%	55%	57%	48%	54%	58%	59%	51%
			ad	ad	a			e		e				c	
Mobile Phone	303	5	-	128	175	**	**	100	122	240	63	14	58	114	131
	16%	1%	-%	91%	54%	**	**	16%	16%	17%	16%	13%	18%	16%	17%
				abd	ab										
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	-	742	11	-	**	**	261	328	605	146	43	117	312	321
	41%	-%	97%	8%	-%	**	**	41%	44%	42%	37%	43%	36%	43%	41%
			acd	ad											
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	636	13	2	55	**	**	211	283	508	177	40	112	254	319
	37%	100%	2%	2%	17%	**	**	33%	37%	35%	45%	39%	34%	35%	40%
		bcd			bc						bd				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	-	-	125	-	**	**	31	59	94	31	4	11	56	58
	7%	-%	-%	89%	-%	**	**	5%	8%	7%	8%	4%	3%	8%	7%
				abd										a	
FIXED BROADBAND AND PAY TV	98	-	12	-	86	**	**	59	20	91	7	2	43	39	16
	5%	-%	2%	-%	27%	**	**	9%	3%	6%	2%	2%	13%	5%	2%
			a		abc			ce		ce			bc	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	-	2	88	**	**	20	40	62	27	8	8	27	55
	5%	-%	-%	1%	27%	**	**	3%	5%	4%	7%	8%	2%	4%	7%
				ab	abc						b				ab
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c															

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1843	794	520	162	387	-	64	608	747	1419	421	105	341	703	796
Effective Weighted Sample	1571	744	490	152	329	-	52	499	653	1201	371	90	272	600	698
Total	1846	636	768	141	322	-	59	634	754	1447	396	101	330	724	789
MOBILE PHONE AND FIXED BROADBAND	40	-	-	1	39	**	**	21	13	38	1	*	18	12	10
	2%	-%	-%	1%	12%	**	**	3%	2%	3%	*%	*%	5%	2%	1%
					abc			e		e			bc		
MOBILE PHONE AND PAY TV	18	5	-	-	18	**	**	12	3	17	1	1	10	7	2
	1%	1%	-%	-%	6%	**	**	2%	*%	1%	*%	1%	3%	1%	*%
					abc			c					c		
LANDLINE AND MOBILE PHONE	18	-	-	-	18	**	**	9	5	15	3	-	6	7	5
	1%	-%	-%	-%	6%	**	**	1%	1%	1%	1%	-%	2%	1%	1%
					abc										
LANDLINE AND PAY TV	17	-	1	-	16	**	**	9	4	13	4	4	3	9	5
	1%	-%	*%	-%	5%	**	**	1%	1%	1%	1%	4%	1%	1%	1%
					abc							c			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	-	-	-	9	**	**	6	3	9	-	-	3	6	1
	*%	-%	-%	-%	3%	**	**	1%	*%	1%	-%	-%	1%	1%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	3	-	-	-	3	**	**	1	-	3	-	-	3	-	-
	*%	-%	-%	-%	1%	**	**	*%	-%	*%	-%	-%	1%	-%	-%
					a								bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1843	971	858	585	525	279	437	1494	176	106	67	278	784	627	560	996
Effective Weighted Sample	1571	824	737	507	459	243	384	1271	149	94	57	235	662	544	472	856
Total	1846	1000	833	531	536	375	388	1486	187	107	65	283	799	620	541	1018
Fixed Broadband	1800	974	813	509	527	368	379	1445	186	104	**	269	779	610	518	1004
	98%	97%	98%	96%	98%	98%	98%	97%	99%	97%	**	95%	97%	98%	96%	99%
														a		a
Landline phone (i.e. home phone) or line rental	1692	919	760	487	491	338	362	1362	176	94	**	251	734	571	491	944
	92%	92%	91%	92%	92%	90%	93%	92%	94%	88%	**	89%	92%	92%	91%	93%
Pay TV service	1024	547	469	286	304	213	213	824	106	58	**	163	441	339	299	562
	55%	55%	56%	54%	57%	57%	55%	55%	57%	54%	**	58%	55%	55%	55%	55%
Mobile Phone	303	189	112	96	79	63	62	250	23	21	**	54	131	94	99	148
	16%	19%	13%	18%	15%	17%	16%	17%	13%	20%	**	19%	16%	15%	18%	15%
		b														
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	395	351	204	231	149	163	608	83	35	**	114	322	261	215	422
	41%	40%	42%	38%	43%	40%	42%	41%	45%	33%	**	40%	40%	42%	40%	41%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	369	313	207	197	134	142	542	74	43	**	91	298	242	191	392
	37%	37%	38%	39%	37%	36%	37%	36%	40%	40%	**	32%	37%	39%	35%	39%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	80	45	35	36	28	25	99	11	10	**	19	57	36	36	71
	7%	8%	5%	7%	7%	8%	6%	7%	6%	9%	**	7%	7%	6%	7%	7%
FIXED BROADBAND AND PAY TV	98	45	53	24	28	26	17	80	7	7	**	20	45	26	29	53
	5%	4%	6%	5%	5%	7%	4%	5%	4%	6%	**	7%	6%	4%	5%	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	54	34	24	19	22	23	79	7	1	**	14	40	26	31	46
	5%	5%	4%	5%	4%	6%	6%	5%	4%	1%	**	5%	5%	4%	6%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1843	971	858	585	525	279	437	1494	176	106	67	278	784	627	560	996
Effective Weighted Sample	1571	824	737	507	459	243	384	1271	149	94	57	235	662	544	472	856
Total	1846	1000	833	531	536	375	388	1486	187	107	65	283	799	620	541	1018
MOBILE PHONE AND FIXED BROADBAND	40	27	13	9	15	8	7	30	1	8	**	10	16	14	15	16
	2%	3%	2%	2%	3%	2%	2%	2%	*%	7% ab	**	4%	2%	2%	3%	2%
MOBILE PHONE AND PAY TV	18	12	7	10	3	3	1	15	3	1	**	2	7	9	7	4
	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	**	1%	1%	1%	1%	*%
LANDLINE AND MOBILE PHONE	18	10	8	10	4	-	4	18	-	-	**	6	8	4	7	6
	1%	1%	1%	2%	1%	-%	1%	1%	-%	-%	**	2%	1%	1%	1%	1%
LANDLINE AND PAY TV	17	9	8	4	4	4	5	14	-	3	**	6	7	2	9	6
	1%	1%	1%	1%	1%	1%	1%	1%	-%	3%	**	2% c	1%	*%	2%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	4	4	5	2	1	1	7	2	-	**	1	2	6	2	4
	*%	*%	1%	1%	*%	*%	*%	*%	1%	-%	**	*%	*%	1%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	3	2	1	2	-	1	-	2	-	1	**	1	2	*	2	1
	*%	*%	*%	*%	-%	*%	-%	*%	-%	1%	**	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Fixed Broadband	1800	19	1674	33	1659	964	728	172	138	1368	338	1435	271	1013	692	210
	53%	6%	87%	6%	98%	76%	76%	68%	74%	53%	74%	52%	89%	54%	59%	43%
			a		a			c			a		a		c	
Landline phone (i.e. home phone) or line rental	1692	-	1692	-	1692	968	724	175	139	1299	307	1362	244	949	657	191
	49%	-%	88%	-%	100%	76%	75%	70%	74%	50%	67%	50%	81%	51%	56%	39%
			a		a						a		a		c	
Pay TV service	1024	15	918	27	906	538	395	84	63	797	176	811	161	558	414	123
	30%	5%	48%	5%	54%	42%	41%	33%	34%	31%	38%	30%	53%	30%	35%	25%
			a		a		c				a		a		ac	
Mobile Phone	303	10	247	13	244	144	113	20	13	-	303	-	303	221	82	58
	9%	3%	13%	2%	14%	11%	12%	8%	7%	-%	66%	-%	100%	12%	7%	12%
			a		a						a		a		b	b
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	-	753	-	753	441	312	73	59	708	11	718	-	385	334	79
	22%	-%	39%	-%	44%	35%	32%	29%	31%	27%	2%	26%	-%	21%	28%	16%
			a		a					b		b			ac	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	-	686	-	686	385	301	84	70	581	58	634	5	389	250	76
	20%	-%	36%	-%	41%	30%	31%	33%	37%	22%	13%	23%	2%	21%	21%	15%
			a		a					b		b		c	c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	-	125	-	125	64	61	5	3	-	125	-	125	92	34	19
	4%	-%	6%	-%	7%	5%	6%	2%	1%	-%	27%	-%	41%	5%	3%	4%
			a		a		cd				a		a		b	
FIXED BROADBAND AND PAY TV	98	12	14	23	3	13	13	1	-	79	6	83	3	48	38	12
	3%	4%	1%	4%	*%	1%	1%	*%	-%	3%	1%	3%	1%	3%	3%	2%
			b		b											

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90 3%	- -%	90 5% a	- -%	90 5% a	53 4%	37 4%	9 3%	7 4%	- -%	90 20% a	- -%	90 30% a	63 3%	27 2%	11 2%
MOBILE PHONE AND FIXED BROADBAND	40 1%	7 2% b	6 *% b	10 2% b	3 *% b	8 1%	4 *% b	1 *% b	- -%	- -%	40 9% a	- -%	40 13% a	29 2%	10 1%	11 2%
MOBILE PHONE AND PAY TV	18 1%	3 1%	5 *% b	3 1%	5 *% b	5 *% b	3 *% b	3 1% b	2 1%	- -%	18 4% a	- -%	18 6% a	15 1%	3 *% b	9 2% b
LANDLINE AND MOBILE PHONE	18 1%	- -%	18 1%	- -%	18 1%	11 1%	7 1%	3 1%	1 *% b	- -%	18 4% a	- -%	18 6% a	10 1%	8 1%	4 1%
LANDLINE AND PAY TV	17 *% b	- -%	17 1%	- -%	17 1%	12 1%	5 1%	2 1%	- -%	10 *% b	3 1%	10 *% b	3 1%	7 *% b	6 *% b	1 *% b
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *% b	* *% b	- -% b	* *% b	- -% b	* *% b	- -% b	* *% b	- -% b	- -% b	9 2% a	- -% b	9 3% a	8 *% b	1 *% b	2 *% b
LANDLINE, MOBILE PHONE AND PAY TV	3 *% b	- -% b	3 *% b	- -% b	3 *% b	2 *% b	1 *% b	* *% b	- -% b	- -% b	3 1% a	- -% b	3 1% a	3 *% b	- -% b	* *% b
NONE	1574 46%	288 93% b	221 11%	509 93% b	- -%	284 22%	224 23%	74 29% a	48 25%	1215 47% b	87 19%	1303 47% b	- -%	827 44%	476 40%	271 55% ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Fixed Broadband	1800	-	1800	-	1800	999	801	201	151	209	1026	242	993
	53%	-%	88%	-%	100%	72%	75%	64%	69%	46%	90%	42%	97%
			a		a	c	c				a		a
Landline phone (i.e. home phone) or line rental	1692	8	1663	13	1659	924	747	180	142	202	941	236	906
	49%	2%	81%	2%	92%	67%	70%	57%	65%	44%	82%	41%	89%
			a		a	c	c				a		a
Pay TV service	1024	9	994	10	993	522	481	94	64	-	1024	-	1024
	30%	2%	48%	2%	55%	38%	45%	30%	29%	-%	90%	-%	100%
			a		a	c	acd				a		a
Mobile Phone	303	8	274	11	271	153	129	28	15	46	166	51	161
	9%	2%	13%	2%	15%	11%	12%	9%	7%	10%	15%	9%	16%
			a		a								a
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	-	753	-	753	393	360	67	53	-	753	-	753
	22%	-%	37%	-%	42%	28%	34%	21%	24%	-%	66%	-%	74%
			a		a	c	acd				a		a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	-	686	-	686	410	276	97	80	168	35	198	5
	20%	-%	33%	-%	38%	29%	26%	31%	37%	37%	3%	34%	1%
			a		a				b	b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	-	125	-	125	55	71	4	1	-	125	-	125
	4%	-%	6%	-%	7%	4%	7%	1%	1%	-%	11%	-%	12%
			a		a	cd	acd				a		a
FIXED BROADBAND AND PAY TV	98	-	98	-	98	55	43	15	6	-	98	-	98
	3%	-%	5%	-%	5%	4%	4%	5%	3%	-%	9%	-%	10%
			a		a						a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90 3%	- -%	90 4% a	- -% a	90 5% a	54 4%	36 3%	8 2%	7 3%	28 6% b	2 *% b	30 5% b	- -% b
MOBILE PHONE AND FIXED BROADBAND	40 1%	- -%	40 2% a	- -% a	40 2% a	26 2%	14 1%	7 2%	2 1%	12 3% b	4 *% b	13 2% b	3 *% b
MOBILE PHONE AND PAY TV	18 1%	4 1%	5 *%	4 1%	5 *%	6 *%	3 *%	3 1%	2 1%	- -%	18 2% a	- -%	18 2% a
LANDLINE AND MOBILE PHONE	18 1%	3 1%	6 *%	6 1% b	3 *%	6 *%	3 *%	3 1%	1 1%	6 1%	5 *%	8 1%	3 *%
LANDLINE AND PAY TV	17 *%	4 1%	4 *%	5 1%	3 *%	7 1%	1 *%	2 1%	- -%	- -%	17 1% a	- -%	17 2% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *%	- -%	9 *%	- -%	9 *%	6 *%	2 *%	4 1%	2 1%	- -%	9 1%	- -%	9 1%
LANDLINE, MOBILE PHONE AND PAY TV	3 *%	1 *% b	- -%	1 *%	- -%	* *%	1 *%	* *%	- -%	- -%	3 *%	- -%	3 *%
NONE	1574 46%	399 97% b	248 12%	647 98% b	- -%	378 27%	268 25%	111 35% ab	66 30%	243 53% b	84 7%	327 57% b	- -%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Fixed Broadband	1800	553	681	93	**	111	259	**	**	1234	370	1362	438
	53%	75%	79%	62%	**	59%	53%	**	**	77%	55%	52%	54%
		c	c							b			
Landline phone (i.e. home phone) or line rental	1692	506	637	80	**	110	256	**	**	1143	366	1258	434
	49%	68%	74%	53%	**	59%	53%	**	**	71%	54%	48%	54%
		c	c							b			a
Pay TV service	1024	491	532	85	**	-	-	**	**	1024	-	820	204
	30%	66%	62%	57%	**	-%	-%	**	**	64%	-%	31%	25%
										b		b	
Mobile Phone	303	116	97	30	**	14	34	**	**	212	49	238	65
	9%	16%	11%	20%	**	8%	7%	**	**	13%	7%	9%	8%
				b						b			
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	344	408	51	**	-	-	**	**	753	-	586	167
	22%	47%	47%	34%	**	-%	-%	**	**	47%	-%	22%	21%
		c	c							b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	64	140	9	**	98	226	**	**	203	324	482	204
	20%	9%	16%	6%	**	52%	46%	**	**	13%	48%	18%	25%
			ac								a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	64	61	9	**	-	-	**	**	125	-	104	21
	4%	9%	7%	6%	**	-%	-%	**	**	8%	-%	4%	3%
										b			
FIXED BROADBAND AND PAY TV	98	51	47	12	**	-	-	**	**	98	-	90	8
	3%	7%	5%	8%	**	-%	-%	**	**	6%	-%	3%	1%
										b		b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90 3%	13 2%	17 2%	1 1%	** **	11 6%	29 6%	** **	** **	30 2%	41 6% a	57 2%	33 4% a
MOBILE PHONE AND FIXED BROADBAND	40 1%	10 1%	6 1%	7 4% b	** **	2 1%	4 1%	** **	** **	16 1%	6 1%	35 1%	4 1%
MOBILE PHONE AND PAY TV	18 1%	12 2%	6 1%	4 3%	** **	- -%	- -%	** **	** **	18 1% b	- -%	17 1%	1 *%
LANDLINE AND MOBILE PHONE	18 1%	6 1%	4 *%	5 3% b	** **	1 1%	1 *%	** **	** **	11 1%	2 *%	14 1%	4 1%
LANDLINE AND PAY TV	17 *%	10 1%	7 1%	5 3%	** **	- -%	- -%	** **	** **	17 1% b	- -%	11 *%	6 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *%	6 1%	3 *%	4 2% b	** **	- -%	- -%	** **	** **	9 1%	- -%	8 *%	1 *%
LANDLINE, MOBILE PHONE AND PAY TV	3 *%	3 *%	- -%	* *% b	** **	- -%	- -%	** **	** **	3 *%	- -%	3 *%	- -%
NONE	1574 46%	159 22%	168 20%	45 30% b	** **	75 40%	227 47%	** **	** **	327 20%	302 45% a	1210 46%	364 45%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Fixed Broadband	1800	636	766	141	277	-	53	609	745	1407	389	97	311	705	780
	53%	85%	94%	94%	66%	-%	13%	47%	67%	50%	67%	55%	30%	58%	69%
		de	ade	ade	e			a	abdf	a	abdf	a		a	ab
Landline phone (i.e. home phone) or line rental	1692	636	756	140	180	-	42	542	718	1302	387	98	260	665	764
	49%	85%	93%	94%	43%	-%	10%	42%	64%	46%	67%	56%	25%	54%	67%
		de	ade	ade	e			a	abd	ab	abd	ab		a	ab
Pay TV service	1024	5	755	136	133	-	36	379	417	832	189	54	191	427	403
	30%	1%	93%	91%	31%	-%	9%	29%	37%	29%	33%	31%	18%	35%	36%
		e	ade	ade	ae			a	abd	a	a	a		a	a
Mobile Phone	303	5	-	128	175	-	18	100	122	240	63	14	58	114	131
	9%	1%	-%	85%	41%	-%	4%	8%	11%	8%	11%	8%	6%	9%	12%
		e		abde	abe				ab	a	a			a	a
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	-	742	11	-	-	15	261	328	605	146	43	117	312	321
	22%	-%	91%	7%	-%	-%	4%	20%	29%	21%	25%	25%	11%	26%	28%
			acde	ade				a	abd	a	a	a		a	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	636	13	2	55	-	15	211	283	508	177	40	112	254	319
	20%	85%	2%	2%	13%	-%	4%	16%	25%	18%	30%	22%	11%	21%	28%
		bcde	e	e	bce			a	abd	a	abd	a		a	ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	-	-	125	-	-	5	31	59	94	31	4	11	56	58
	4%	-%	-%	83%	-%	-%	1%	2%	5%	3%	5%	2%	1%	5%	5%
				abde					abd		ab			a	a
FIXED BROADBAND AND PAY TV	98	-	12	-	86	-	12	59	20	91	7	2	43	39	16
	3%	-%	1%	-%	21%	-%	3%	5%	2%	3%	1%	1%	4%	3%	1%
			ae		abce			ce					c	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	-	2	88	-	3	20	40	62	27	8	8	27	55
	3%	-%	-%	1%	21%	-%	1%	2%	4%	2%	5%	4%	1%	2%	5%
				abe	abce				ab		abd	ab		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
MOBILE PHONE AND FIXED BROADBAND	40	-	-	1	39	-	4	21	13	38	1	*	18	12	10
	1%	-%	-%	1%	9%	-%	1%	2%	1%	1%	*%	*%	2%	1%	1%
				e	abce			e							
MOBILE PHONE AND PAY TV	18	5	-	-	18	-	2	12	3	17	1	1	10	7	2
	1%	1%	-%	-%	4%	-%	*%	1%	*%	1%	*%	1%	1%	1%	*%
		e			abce								c		
LANDLINE AND MOBILE PHONE	18	-	-	-	18	-	2	9	5	15	3	-	6	7	5
	1%	-%	-%	-%	4%	-%	1%	1%	*%	1%	*%	-%	1%	1%	*%
					abce										
LANDLINE AND PAY TV	17	-	1	-	16	-	*	9	4	13	4	4	3	9	5
	*%	-%	*%	-%	4%	-%	*%	1%	*%	*%	1%	2%	*%	1%	*%
					abe							ad			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	-	-	-	9	-	-	6	3	9	-	-	3	6	1
	*%	-%	-%	-%	2%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%
					abe										
LANDLINE, MOBILE PHONE AND PAY TV	3	-	-	-	3	-	2	1	-	3	-	-	3	-	-
	*%	-%	-%	-%	1%	-%	*%	*%	-%	*%	-%	-%	*%	-%	-%
					ae										
NONE	1574	113	45	9	100	1309	352	665	363	1380	186	75	725	496	344
	46%	15%	6%	6%	24%	100%	86%	51%	32%	49%	32%	43%	69%	41%	30%
		bc			abc	abcd	bcdef	ce		ce		c	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Fixed Broadband	1800	974	813	509	527	368	379	1445	186	104	65	269	779	610	518	1004
	53%	55%	51%	55% d	56% d	52%	48%	52%	57%	51%	63%	43%	58% a	54% a	45%	63% a
Landline phone (i.e. home phone) or line rental	1692	919	760	487	491	338	362	1362	176	94	60	251	734	571	491	944
	49%	52%	47%	52% d	52%	47%	46%	49%	54%	46%	58%	40%	55% a	51% a	43%	59% a
Pay TV service	1024	547	469	286	304	213	213	824	106	58	35	163	441	339	299	562
	30%	31%	29%	31%	32%	30%	27%	30%	33%	28%	34%	26%	33% a	30%	26%	35% a
Mobile Phone	303	189	112	96	79	63	62	250	23	21	9	54	131	94	99	148
	9%	11% b	7%	10%	8%	9%	8%	9%	7%	10%	8%	9%	10%	8%	9%	9%
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	753	395	351	204	231	149	163	608	83	35	26	114	322	261	215	422
	22%	22%	22%	22%	24%	21%	21%	22%	26%	17%	25%	18%	24% a	23%	19%	26% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	686	369	313	207	197	134	142	542	74	43	26	91	298	242	191	392
	20%	21%	20%	22%	21%	19%	18%	19%	23%	21%	26%	14%	22% a	21% a	17%	24% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	125	80	45	35	36	28	25	99	11	10	5	19	57	36	36	71
	4%	4% b	3%	4%	4%	4%	3%	4%	3%	5%	5%	3%	4%	3%	3%	4%
FIXED BROADBAND AND PAY TV	98	45	53	24	28	26	17	80	7	7	4	20	45	26	29	53
	3%	3%	3%	3%	3%	4%	2%	3%	2%	3%	4%	3%	3%	2%	3%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90 3%	54 3%	34 2%	24 3%	19 2%	22 3%	23 3%	79 3%	7 2%	1 *	3 3%	14 2%	40 3%	26 2%	31 3%	46 3%
MOBILE PHONE AND FIXED BROADBAND	40 1%	27 2%	13 1%	9 1%	15 2%	8 1%	7 1%	30 1%	1 *%	8 4% ab	1 1%	10 2%	16 1%	14 1%	15 1%	16 1%
MOBILE PHONE AND PAY TV	18 1%	12 1%	7 *%	10 1%	3 *%	3 *%	1 *%	15 1%	3 1%	1 *%	- -%	2 *%	7 1%	9 1%	7 1%	4 *%
LANDLINE AND MOBILE PHONE	18 1%	10 1%	8 1%	10 1%	4 *%	- -%	4 1%	18 1%	- -%	- -%	- -%	6 1%	8 1%	4 *%	7 1%	6 *%
LANDLINE AND PAY TV	17 *%	9 *%	8 1%	4 *%	4 *%	4 *%	5 1%	14 *%	- -%	3 2%	- -%	6 1%	7 1%	2 *%	9 1%	6 *%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *%	4 *%	4 *%	5 1%	2 *%	1 *%	1 *%	7 *%	2 1%	- -%	- -%	1 *%	2 *%	6 *%	2 *%	4 *%
LANDLINE, MOBILE PHONE AND PAY TV	3 *%	2 *%	1 *%	2 *%	- -%	1 *%	- -%	2 *%	- -%	1 1%	- -%	1 *%	2 *%	* *%	2 *%	1 *%
NONE	1574 46%	779 44%	768 48%	401 43%	414 44%	337 47%	397 51% ab	1300 47%	140 43%	96 47%	38 37%	348 55% bc	535 40%	509 45%	605 53% b	584 36%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Mobile Phone	2748	182	1582	402	1362	994	771	195	157	2594	154	2748	-	1647	1101	436
	80%	59%	82%	74%	81%	78%	80%	77%	84%	100%	34%	100%	-%	88%	93%	88%
			a		a					b		b			ac	
Free TV Service	675	86	428	147	366	281	233	55	49	536	98	585	49	393	241	69
	20%	28%	22%	27%	22%	22%	24%	22%	26%	21%	21%	21%	16%	21%	20%	14%
														c	c	
Fixed Broadband	663	95	223	306	13	177	141	40	32	441	90	519	11	335	195	80
	19%	31%	12%	56%	1%	14%	15%	16%	17%	17%	20%	19%	4%	18%	17%	16%
		b		b								b				
Pay TV service	577	62	357	183	236	220	200	47	36	407	111	467	51	317	202	82
	17%	20%	19%	34%	14%	17%	21%	19%	19%	16%	24%	17%	17%	17%	17%	17%
				b							a					
Landline	545	309	236	545	-	305	241	77	49	336	79	402	13	242	173	51
	16%	100%	12%	100%	-%	24%	25%	30%	26%	13%	17%	15%	4%	13%	15%	10%
		b		b							a	b				
NONE	272	-	231	-	231	127	104	18	11	-	192	-	192	138	54	36
	8%	-%	12%	-%	14%	10%	11%	7%	6%	-%	42%	-%	64%	7%	5%	7%
			a		a						a		a	b		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Mobile Phone	2748	283	1670	519	1435	1103	850	247	180	360	919	467	811
	80%	69%	81%	78%	80%	79%	79%	78%	83%	79%	80%	81%	79%
			a										
Free TV Service	675	106	436	171	370	313	229	64	52	-	-	-	-
	20%	26%	21%	26%	21%	23%	21%	20%	24%	-%	-%	-%	-%
				b									
Fixed Broadband	663	411	252	663	-	391	272	115	68	141	91	222	10
	19%	100%	12%	100%	-%	28%	25%	36%	31%	31%	8%	39%	1%
		b		b				ab		b		b	
Pay TV service	577	87	377	222	242	279	185	72	52	457	120	577	-
	17%	21%	18%	34%	13%	20%	17%	23%	24%	100%	10%	100%	-%
				b						b		b	
Landline	545	92	247	306	33	197	142	36	26	116	94	183	27
	16%	22%	12%	46%	2%	14%	13%	11%	12%	25%	8%	32%	3%
		b		b						b		b	
NONE	272	-	254	-	254	129	125	25	15	-	201	-	201
	8%	-%	12%	-%	14%	9%	12%	8%	7%	-%	18%	-%	20%
			a		a						a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Mobile Phone	2748	562	716	106	**	160	425	**	**	1279	585	2101	647
	80%	76%	83%	71%	**	85%	87%	**	**	80%	87%	81%	80%
			ac								a		
Free TV Service	675	-	-	-	**	187	488	**	**	-	675	417	257
	20%	-%	-%	-%	**	100%	100%	**	**	-%	100%	16%	32%
											a		a
Fixed Broadband	663	111	122	28	**	48	124	**	**	233	171	545	118
	19%	15%	14%	19%	**	26%	25%	**	**	15%	25%	21%	15%
											a	b	
Pay TV service	577	249	328	64	**	-	-	**	**	577	-	472	105
	17%	34%	38%	43%	**	-%	-%	**	**	36%	-%	18%	13%
										b		b	
Landline	545	90	120	13	**	32	115	**	**	210	147	385	160
	16%	12%	14%	9%	**	17%	24%	**	**	13%	22%	15%	20%
											a		a
NONE	272	108	93	25	**	-	-	**	**	201	-	209	62
	8%	15%	11%	17%	**	-%	-%	**	**	13%	-%	8%	8%
										b			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Mobile Phone	2748	690	772	22	229	1051	323	1052	928	2303	440	122	836	1020	887
	80%	92%	95%	15%	54%	80%	79%	81%	83%	81%	76%	70%	79%	84%	78%
		cde	cde		c	cd		ef	ef	ef				ac	
Free TV Service	675	342	-	-	98	235	21	181	282	483	190	63	105	231	338
	20%	46%	-%	-%	23%	18%	5%	14%	25%	17%	33%	36%	10%	19%	30%
		bcde			bc	bc		a	abd	a	abcd	abcd		a	ab
Fixed Broadband	663	113	47	9	104	393	58	312	207	578	82	24	228	261	171
	19%	15%	6%	6%	25%	30%	14%	24%	19%	20%	14%	14%	22%	21%	15%
		bc			abc	abc		acdef		ae			c	c	
Pay TV service	577	219	58	14	119	184	54	227	191	472	103	29	151	227	197
	17%	29%	7%	9%	28%	14%	13%	17%	17%	17%	18%	16%	14%	19%	17%
		bce			bce	b								a	
Landline	545	113	57	10	88	280	51	185	174	409	133	67	133	188	221
	16%	15%	7%	6%	21%	21%	12%	14%	16%	14%	23%	38%	13%	15%	20%
		bc			abc	abc					abcd	abcde			ab
NONE	272	36	34	125	81	-	13	94	101	208	64	17	50	108	113
	8%	5%	4%	83%	19%	-%	3%	7%	9%	7%	11%	10%	5%	9%	10%
		e	e	abde	abe			a	a	a	abd	a		a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Mobile Phone	2748	1394	1324	741	790	568	616	2241	273	149	85	490	1080	932	895	1339
	80%	78%	83%	80%	83%	80%	78%	80%	84%	73%	82%	78%	81%	83%	78%	84%
			a						c							a
Free TV Service	675	382	284	192	183	130	167	567	61	29	18	109	279	222	208	376
	20%	21%	18%	21%	19%	18%	21%	20%	19%	14%	17%	17%	21%	20%	18%	23%
		b														a
Fixed Broadband	663	350	304	176	193	149	141	562	53	34	14	120	247	223	196	320
	19%	20%	19%	19%	20%	21%	18%	20%	16%	17%	13%	19%	19%	20%	17%	20%
Pay TV service	577	301	272	193	145	115	122	468	48	46	14	82	232	197	172	282
	17%	17%	17%	21% bd	15%	16%	15%	17%	15%	23%	14%	13%	17%	17%	15%	18%
Landline	545	303	233	166	142	99	133	437	53	42	13	90	200	183	181	233
	16%	17%	15%	18%	15%	14%	17%	16%	16%	21%	13%	14%	15%	16%	16%	15%
NONE	272	162	108	77	70	55	68	215	26	21	10	47	118	78	86	132
	8%	9%	7%	8%	7%	8%	9%	8%	8%	10%	10%	8%	9%	7%	8%	8%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1828	30	1639	40	1629	975	694	217	133	1314	409	1373	350	1059	664	241
Effective Weighted Sample	1557	25	1408	32	1400	827	605	164	117	1115	367	1168	311	897	572	194
Total	1831	22	1692	37	1677	979	734	175	137	1378	355	1430	303	1027	706	220
Fixed Broadband	871	**	827	**	824	470	365	84	65	696	132	724	104	511	317	103
	48%	**	49%	**	49%	48%	50%	48%	47%	51% b	37%	51% b	34%	50%	45%	47%
Pay TV service	279	**	272	**	270	150	123	20	16	222	50	227	45	164	108	32
	15%	**	16%	**	16%	15%	17%	12%	12%	16%	14%	16%	15%	16%	15%	14%
Mobile Phone	77	**	62	**	62	39	26	8	5	-	77	-	77	55	23	21
	4%	**	4%	**	4%	4%	3%	5%	3%	-%	22% a	-%	26% a	5%	3%	9% b
Landline phone (i.e. home phone) or line rental	77	**	77	**	77	47	30	12	6	56	12	57	11	36	32	11
	4%	**	5%	**	5%	5%	4%	7%	4%	4%	3%	4%	4%	4%	4%	5%
All of these services are equally important	838	**	762	**	752	432	340	72	61	613	177	637	153	442	348	91
	46%	**	45%	**	45%	44%	46%	41%	45%	44%	50%	45%	51%	43%	49%	41%
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	579	**	539	**	536	320	227	63	49	488	57	511	35	345	200	71
	32%	**	32%	**	32%	33%	31%	36%	36%	35% b	16%	36% b	11%	34%	28%	32%
FIXED BROADBAND AND PAY TV	200	**	199	**	199	105	94	11	10	173	23	178	18	117	79	21
	11%	**	12%	**	12%	11%	13%	7%	7%	13% b	6%	12% b	6%	11%	11%	9%
PAY TV ONLY	61	**	55	**	54	38	19	8	6	48	10	48	10	33	25	6
	3%	**	3%	**	3%	4%	3%	5%	5%	3%	3%	3%	3%	3%	3%	3%
LANDLINE AND FIXED BROADBAND	43	**	43	**	43	22	21	7	4	35	3	35	3	17	21	3
	2%	**	3%	**	3%	2%	3%	4%	3%	3%	1%	2%	1%	2%	3%	1%
MOBILE PHONE AND FIXED BROADBAND	31	**	29	**	29	17	12	2	2	-	31	-	31	19	12	4
	2%	**	2%	**	2%	2%	2%	1%	1%	-%	9% a	-%	10% a	2%	2%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1828	30	1639	40	1629	975	694	217	133	1314	409	1373	350	1059	664	241
Effective Weighted Sample	1557	25	1408	32	1400	827	605	164	117	1115	367	1168	311	897	572	194
Total	1831	22	1692	37	1677	979	734	175	137	1378	355	1430	303	1027	706	220
MOBILE PHONE ONLY	30	**	17	**	17	15	4	6	3	-	30	-	30	22	8	13
	2%	**	1%	**	1%	2%	1%	3% b	2%	-%	9% a	-%	10% a	2%	1%	6% ab
LANDLINE ONLY	29	**	29	**	29	22	7	4	2	20	4	21	3	17	8	6
	2%	**	2%	**	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	3%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13	**	13	**	13	5	8	-	-	-	13	-	13	12	2	4
	1%	**	1%	**	1%	1%	1%	-%	-%	-%	4% a	-%	4% a	1%	*%	2%
LANDLINE, FIXED BROADBAND AND PAY TV	2	**	2	**	2	1	2	-	-	-	2	-	2	1	2	1
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	1% a	-%	1% a	*%	*%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	2	**	2	**	2	1	1	-	-	-	2	-	2	1	1	-
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	1% a	-%	1% a	*%	*%	-%
LANDLINE AND PAY TV	1	**	1	**	1	1	-	1	-	1	-	1	-	1	-	*
	*%	**	*%	**	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%
MOBILE PHONE AND PAY TV	1	**	1	**	1	1	-	-	-	-	1	-	1	1	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%
LANDLINE AND MOBILE PHONE	*	**	*	**	*	*	-	*	-	-	*	-	*	*	-	*
	*%	**	*%	**	*%	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1828	26	1778	30	1774	1032	772	251	157	231	862	248	845
Effective Weighted Sample	1557	20	1523	22	1519	874	666	199	136	213	746	226	731
Total	1831	12	1790	17	1785	1000	801	201	149	214	1044	235	1024
Fixed Broadband	871	**	871	**	871	489	382	97	72	91	491	97	485
	48%	**	49%	**	49%	49%	48%	48%	48%	42%	47%	41%	47%
Pay TV service	279	**	273	**	272	147	128	20	13	-	279	-	279
	15%	**	15%	**	15%	15%	16%	10%	9%	-%	27%	-%	27%
											a		a
Mobile Phone	77	**	62	**	62	41	26	10	5	11	39	11	39
	4%	**	3%	**	3%	4%	3%	5%	3%	5%	4%	4%	4%
Landline phone (i.e. home phone) or line rental	77	**	75	**	75	42	33	14	8	4	60	4	60
	4%	**	4%	**	4%	4%	4%	7%	5%	2%	6%	2%	6%
													a
All of these services are equally important	838	**	820	**	817	439	387	84	67	112	464	127	450
	46%	**	46%	**	46%	44%	48%	42%	45%	52%	44%	54%	44%
												b	
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	579	**	579	**	579	343	236	75	56	88	221	94	215
	32%	**	32%	**	32%	34%	29%	37%	37%	41%	21%	40%	21%
										b		b	
FIXED BROADBAND AND PAY TV	200	**	200	**	200	99	102	10	9	-	200	-	200
	11%	**	11%	**	11%	10%	13%	5%	6%	-%	19%	-%	20%
							c				a		a
PAY TV ONLY	61	**	55	**	54	38	19	8	4	-	61	-	61
	3%	**	3%	**	3%	4%	2%	4%	3%	-%	6%	-%	6%
											a		a
LANDLINE AND FIXED BROADBAND	43	**	43	**	43	20	22	9	6	-	41	-	41
	2%	**	2%	**	2%	2%	3%	4%	4%	-%	4%	-%	4%
											a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1828	26	1778	30	1774	1032	772	251	157	231	862	248	845
Effective Weighted Sample	1557	20	1523	22	1519	874	666	199	136	213	746	226	731
Total	1831	12	1790	17	1785	1000	801	201	149	214	1044	235	1024
MOBILE PHONE AND FIXED BROADBAND	31	**	31	**	31	17	13	2	1	3	11	3	11
	2%	**	2%	**	2%	2%	2%	1%	1%	1%	1%	1%	1%
MOBILE PHONE ONLY	30	**	15	**	15	14	5	7	4	7	12	7	12
	2%	**	1%	**	1%	1%	1%	4%	3%	3%	1%	3%	1%
								b					
LANDLINE ONLY	29	**	27	**	27	18	9	4	2	3	14	3	14
	2%	**	1%	**	1%	2%	1%	2%	1%	2%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13	**	13	**	13	7	7	-	-	-	13	-	13
	1%	**	1%	**	1%	1%	1%	-%	-%	-%	1%	-%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	2	**	2	**	2	2	1	1	-	-	2	-	2
	*%	**	*%	**	*%	*%	*%	*%	-%	-%	*%	-%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	2	**	2	**	2	1	1	-	-	-	2	-	2
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	*%	-%	*%
LANDLINE AND PAY TV	1	**	1	**	1	1	-	1	-	-	1	-	1
	*%	**	*%	**	*%	*%	-%	*%	-%	-%	*%	-%	*%
MOBILE PHONE AND PAY TV	1	**	1	**	1	1	-	-	-	-	1	-	1
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	*%	-%	*%
LANDLINE AND MOBILE PHONE	*	**	*	**	*	*	-	*	-	*	-	*	-
	*%	**	*%	**	*%	*%	-%	*%	-%	*%	-%	*%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	1828	517	576	125	60	140	318	26	20	1093	458	1366	462
Effective Weighted Sample	1557	435	509	93	51	133	305	24	19	944	438	1159	400
Total	1831	577	682	104	64	112	260	20	16	1258	372	1390	441
Fixed Broadband	871	263	319	39	**	64	126	**	**	582	190	713	158
	48%	46%	47%	37%	**	57%	48%	**	**	46%	51%	51% b	36%
Pay TV service	279	138	141	21	**	-	-	**	**	279	-	229	51
	15%	24%	21%	20%	**	-%	-%	**	**	22% b	-%	16% b	11%
Mobile Phone	77	30	20	10	**	6	8	**	**	50	14	62	15
	4%	5%	3%	10% b	**	6%	3%	**	**	4%	4%	4%	4%
Landline phone (i.e. home phone) or line rental	77	31	32	10	**	-	5	**	**	63	5	55	22
	4%	5%	5%	10%	**	-%	2%	**	**	5% b	1%	4%	5%
All of these services are equally important	838	248	329	39	**	46	129	**	**	577	175	588	250
	46%	43%	48%	38%	**	41%	49%	**	**	46%	47%	42%	57% a
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	579	139	170	24	**	59	118	**	**	309	178	473	106
	32%	24%	25%	23%	**	53%	45%	**	**	25%	48% a	34% b	24%
FIXED BROADBAND AND PAY TV	200	92	108	8	**	-	-	**	**	200	-	171	30
	11%	16%	16%	7%	**	-%	-%	**	**	16% b	-%	12% b	7%
PAY TV ONLY	61	38	24	13	**	-	-	**	**	61	-	44	18
	3%	7%	3%	12% b	**	-%	-%	**	**	5% b	-%	3%	4%
LANDLINE AND FIXED BROADBAND	43	17	24	6	**	-	1	**	**	41	1	31	11
	2%	3%	4%	6%	**	-%	*%	**	**	3% b	*%	2%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1828	517	576	125	60	140	318	26	20	1093	458	1366	462
Effective Weighted Sample	1557	435	509	93	51	133	305	24	19	944	438	1159	400
Total	1831	577	682	104	64	112	260	20	16	1258	372	1390	441
MOBILE PHONE AND FIXED BROADBAND	31	7	7	*	**	5	7	**	**	14	12	22	8
	2%	1%	1%	*%	**	4%	3%	**	**	1%	3% a	2%	2%
MOBILE PHONE ONLY	30	16	4	10	**	2	1	**	**	19	3	26	4
	2%	3% b	1%	9% ab	**	1%	*%	**	**	2%	1%	2%	1%
LANDLINE ONLY	29	10	7	3	**	-	4	**	**	17	4	18	11
	2%	2%	1%	3%	**	-%	2%	**	**	1%	1%	1%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13	5	9	-	**	-	-	**	**	13	-	11	2
	1%	1%	1%	-%	**	-%	-%	**	**	1%	-%	1%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	2	2	1	1	**	-	-	**	**	2	-	2	-
	*%	*%	*%	1%	**	-%	-%	**	**	*%	-%	*%	-%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	2	1	1	-	**	-	-	**	**	2	-	2	-
	*%	*%	*%	-%	**	-%	-%	**	**	*%	-%	*%	-%
LANDLINE AND PAY TV	1	1	-	*	**	-	-	**	**	1	-	1	-
	*%	*%	-%	*%	**	-%	-%	**	**	*%	-%	*%	-%
MOBILE PHONE AND PAY TV	1	1	-	-	**	-	-	**	**	1	-	-	1
	*%	*%	-%	-%	**	-%	-%	**	**	*%	-%	-%	*%
LANDLINE AND MOBILE PHONE	*	*	-	*	**	-	-	**	**	*	-	*	-
	*%	*%	-%	*%	**	-%	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1828	779	520	162	372	-	64	604	739	1407	418	105	339	697	789
Effective Weighted Sample	1557	731	490	152	315	-	52	495	645	1190	368	90	270	594	691
Total	1831	621	768	141	307	-	59	630	747	1436	392	101	328	718	782
Fixed Broadband	871	324	384	69	94	**	**	373	336	725	144	30	198	364	306
	48%	52%	50%	49%	31%	**	**	59%	45%	50%	37%	30%	60%	51%	39%
		d	d	d				cdef	ef	ef			bc	c	
Pay TV service	279	2	220	44	15	**	**	116	105	225	53	9	42	132	105
	15%	*%	29%	31%	5%	**	**	18%	14%	16%	13%	9%	13%	18%	13%
			ad	ad	a									c	
Mobile Phone	77	-	-	26	52	**	**	32	27	64	13	4	20	32	26
	4%	-%	-%	18%	17%	**	**	5%	4%	4%	3%	4%	6%	4%	3%
				ab	ab										
Landline phone (i.e. home phone) or line rental	77	11	54	6	7	**	**	22	28	52	25	9	13	25	39
	4%	2%	7%	4%	2%	**	**	3%	4%	4%	6%	9%	4%	3%	5%
			ad												
All of these services are equally important	838	284	328	65	165	**	**	211	372	616	221	64	105	309	423
	46%	46%	43%	46%	54%	**	**	33%	50%	43%	56%	64%	32%	43%	54%
					b				bd	b	bd	bcd		a	ab
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	579	324	167	19	69	**	**	257	224	493	85	15	151	230	198
	32%	52%	22%	14%	23%	**	**	41%	30%	34%	22%	15%	46%	32%	25%
		bcd						cdef	ef	ef			bc	c	
FIXED BROADBAND AND PAY TV	200	-	177	21	1	**	**	89	75	165	34	8	35	97	67
	11%	-%	23%	15%	*%	**	**	14%	10%	11%	9%	8%	11%	14%	9%
			ad	ad				e						c	
PAY TV ONLY	61	2	42	6	14	**	**	22	22	47	15	1	5	26	30
	3%	*%	5%	4%	4%	**	**	3%	3%	3%	4%	1%	2%	4%	4%
			a	a	a										
LANDLINE AND FIXED BROADBAND	43	-	40	1	2	**	**	11	17	30	12	5	6	17	20
	2%	-%	5%	1%	1%	**	**	2%	2%	2%	3%	5%	2%	2%	3%
			ad	a											

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1828	779	520	162	372	-	64	604	739	1407	418	105	339	697	789
Effective Weighted Sample	1557	731	490	152	315	-	52	495	645	1190	368	90	270	594	691
Total	1831	621	768	141	307	-	59	630	747	1436	392	101	328	718	782
MOBILE PHONE AND FIXED BROADBAND	31	-	-	9	22	**	**	11	13	24	7	3	4	12	15
	2%	-%	-%	6%	7%	**	**	2%	2%	2%	2%	3%	1%	2%	2%
				ab	ab										
MOBILE PHONE ONLY	30	-	-	1	29	**	**	15	7	28	3	1	15	12	4
	2%	-%	-%	1%	10%	**	**	2%	1%	2%	1%	1%	4%	2%	1%
					abc								bc		
LANDLINE ONLY	29	11	13	-	5	**	**	9	9	18	11	4	6	5	17
	2%	2%	2%	-%	1%	**	**	1%	1%	1%	3%	4%	2%	1%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13	-	-	13	-	**	**	5	6	10	3	-	1	7	6
	1%	-%	-%	10%	-%	**	**	1%	1%	1%	1%	-%	*%	1%	1%
				abd											
LANDLINE, FIXED BROADBAND AND PAY TV	2	-	-	2	-	**	**	-	1	2	1	-	1	1	1
	*%	-%	-%	2%	-%	**	**	-%	*%	*%	*%	-%	*%	*%	*%
				ab											
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	2	-	-	2	-	**	**	1	-	1	1	-	-	1	1
	*%	-%	-%	1%	-%	**	**	*%	-%	*%	*%	-%	-%	*%	*%
				ab											
LANDLINE AND PAY TV	1	-	1	-	-	**	**	1	-	1	-	-	*	*	-
	*%	-%	*%	-%	-%	**	**	*%	-%	*%	-%	-%	*%	*%	-%
MOBILE PHONE AND PAY TV	1	-	-	1	-	**	**	-	1	1	-	-	-	-	1
	*%	-%	-%	1%	-%	**	**	-%	*%	*%	-%	-%	-%	-%	*%
LANDLINE AND MOBILE PHONE	*	-	-	-	*	**	**	*	-	*	-	-	-	*	-
	*%	-%	-%	-%	*%	**	**	*%	-%	*%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1828	961	853	581	521	276	433	1481	175	105	67	277	778	623	556	987
Effective Weighted Sample	1557	814	732	503	455	240	381	1259	148	93	57	234	656	540	469	848
Total	1831	990	828	527	532	371	385	1474	186	107	65	282	793	616	537	1009
Fixed Broadband	871	479	383	286	273	149	156	723	74	41	**	126	337	345	236	504
	48%	48%	46%	54% cd	51% cd	40%	41%	49%	40%	38%	**	45%	43%	56% ab	44%	50%
Pay TV service	279	159	116	92	89	48	48	240	17	14	**	43	121	102	80	172
	15%	16%	14%	17%	17%	13%	12%	16%	9%	14%	**	15%	15%	17%	15%	17%
Mobile Phone	77	43	34	31	18	8	21	68	5	3	**	12	31	25	30	31
	4%	4%	4%	6%	3%	2%	5%	5%	3%	3%	**	4%	4%	4%	6%	3%
Landline phone (i.e. home phone) or line rental	77	40	37	22	13	16	27	61	9	4	**	17	32	15	29	30
	4%	4%	5%	4%	2%	4%	7% b	4%	5%	4%	**	6% c	4%	2%	5%	3%
All of these services are equally important	838	450	384	202	231	197	199	649	101	59	**	131	395	242	259	446
	46%	46%	46%	38%	43%	53% ab	52% a	44%	54%	55%	**	47%	50% c	39%	48%	44%
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	579	312	263	188	186	104	95	471	56	27	**	82	220	239	144	342
	32%	31%	32%	36% d	35% d	28%	25%	32%	30%	25%	**	29%	28%	39% ab	27%	34% a
FIXED BROADBAND AND PAY TV	200	113	84	71	64	33	31	175	11	9	**	28	85	77	59	124
	11%	11%	10%	14% d	12%	9%	8%	12%	6%	8%	**	10%	11%	12%	11%	12%
PAY TV ONLY	61	34	27	14	21	15	12	51	4	5	**	12	30	19	16	38
	3%	3%	3%	3%	4%	4%	3%	3%	2%	5%	**	4%	4%	3%	3%	4%
LANDLINE AND FIXED BROADBAND	43	23	20	11	11	5	15	32	5	4	**	9	16	12	18	13
	2%	2%	2%	2%	2%	1%	4%	2%	3%	4%	**	3%	2%	2%	3% b	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1828	961	853	581	521	276	433	1481	175	105	67	277	778	623	556	987
Effective Weighted Sample	1557	814	732	503	455	240	381	1259	148	93	57	234	656	540	469	848
Total	1831	990	828	527	532	371	385	1474	186	107	65	282	793	616	537	1009
MOBILE PHONE AND FIXED BROADBAND	31	17	13	8	7	6	10	30	1	-	**	5	10	12	10	14
	2%	2%	2%	2%	1%	2%	3%	2%	*%	-%	**	2%	1%	2%	2%	1%
MOBILE PHONE ONLY	30	13	17	17	7	*	7	25	3	3	**	6	17	6	15	7
	2%	1%	2%	3% c	1%	*%	2%	2%	1%	2%	**	2%	2%	1%	3% b	1%
LANDLINE ONLY	29	13	16	8	-	11	10	24	4	-	**	6	13	3	10	13
	2%	1%	2%	1% b	-%	3% b	3% b	2%	2%	-%	**	2%	2%	1%	2%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13	10	3	5	3	1	4	10	2	1	**	2	3	6	4	7
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	**	1%	*%	1%	1%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	2	2	1	2	-	-	1	2	-	-	**	1	2	-	-	2
	*%	*%	*%	*%	-%	-%	*%	*%	-%	-%	**	*%	*%	-%	-%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	2	2	-	1	1	-	-	2	-	-	**	-	1	-	-	2
	*%	*%	-%	*%	*%	-%	-%	*%	-%	-%	**	-%	*%	-%	-%	*%
LANDLINE AND PAY TV	1	-	1	*	*	-	-	1	-	-	**	1	-	-	*	*
	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	**	*%	-%	-%	*%	*%
MOBILE PHONE AND PAY TV	1	-	1	-	1	-	-	1	-	-	**	-	-	1	-	1
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	**	-%	-%	*%	-%	*%
LANDLINE AND MOBILE PHONE	*	*	-	*	-	-	-	*	-	-	**	-	-	*	*	-
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**	-%	-%	*%	*%	-%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	27	-	27	-	27	17	10	7	5	-	27	15	12	24	3	7
Effective Weighted Sample	25	-	25	-	25	16	9	6	5	-	25	14	11	22	3	6
Total	25	-	25	-	25	15	10	5	4	-	25	15	11	22	3	5
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	-	27	-	27	19	8	9	6	-	27	15	12
Effective Weighted Sample	25	-	25	-	25	17	8	8	6	-	25	14	11
Total	25	-	25	-	25	17	8	7	5	-	25	15	11
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	27	10	17	4	2	-	-	-	-	27	-	20	7
Effective Weighted Sample	25	9	16	3	2	-	-	-	-	25	-	19	7
Total	25	9	17	2	2	-	-	-	-	25	-	17	8
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	27	20	-	-	27	-	1	11	11	23	4	1	6	11	10
Effective Weighted Sample	25	19	-	-	25	-	1	10	11	21	4	1	6	10	10
Total	25	20	-	-	25	-	1	10	10	21	5	1	6	10	10
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	27	18	9	10	8	4	5	22	2	3	-	3	11	9	7	13
Effective Weighted Sample	25	16	9	9	8	4	5	20	2	3	-	3	9	9	7	12
Total	25	17	8	8	7	6	5	20	2	3	-	3	10	9	6	13
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Bundle 1	1831	22	1692	37	1677	979	734	175	137	1378	355	1430	303	1027	706	220
	54%	7%	88%	7%	99%	77%	76%	69%	73%	53%	78%	52%	100%	55%	60%	45%
			a		a	c					a		a	c	c	
Bundle 2	25	-	25	-	25	15	10	5	4	-	25	15	11	22	3	5
	1%	-%	1%	-%	2%	1%	1%	2%	2%	-%	6%	1%	4%	1%	*%	1%
					a						a		a	b		
Standalone - Landline	545	309	236	545	-	305	241	77	49	336	79	402	13	242	173	51
	16%	100%	12%	100%	-%	24%	25%	30%	26%	13%	17%	15%	4%	13%	15%	10%
		b		b							a	b				
Standalone - Mobile	2748	182	1582	402	1362	994	771	195	157	2594	154	2748	-	1647	1101	436
	80%	59%	82%	74%	81%	78%	80%	77%	84%	100%	34%	100%	-%	88%	93%	88%
			a		a					b		b			ac	
Standalone - Broadband	663	95	223	306	13	177	141	40	32	441	90	519	11	335	195	80
	19%	31%	12%	56%	1%	14%	15%	16%	17%	17%	20%	19%	4%	18%	17%	16%
		b		b								b				
Standalone - TV	1252	148	786	331	604	502	432	102	85	943	209	1052	100	709	443	151
	37%	48%	41%	61%	36%	39%	45%	40%	45%	36%	46%	38%	33%	38%	37%	31%
				b							a			c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Bundle 1	1831	12	1790	17	1785	1000	801	201	149	214	1044	235	1024
	54%	3%	87%	2%	99%	72%	75%	64%	68%	47%	91%	41%	100%
			a		a	c	c				a		a
Bundle 2	25	-	25	-	25	17	8	7	5	-	25	15	11
	1%	-%	1%	-%	1%	1%	1%	2%	2%	-%	2%	3%	1%
					a						a		
Standalone - Landline	545	92	247	306	33	197	142	36	26	116	94	183	27
	16%	22%	12%	46%	2%	14%	13%	11%	12%	25%	8%	32%	3%
		b		b						b		b	
Standalone - Mobile	2748	283	1670	519	1435	1103	850	247	180	360	919	467	811
	80%	69%	81%	78%	80%	79%	79%	78%	83%	79%	80%	81%	79%
			a										
Standalone - Broadband	663	411	252	663	-	391	272	115	68	141	91	222	10
	19%	100%	12%	100%	-%	28%	25%	36%	31%	31%	8%	39%	1%
		b		b				ab		b		b	
Standalone - TV	1252	192	814	394	612	592	414	136	104	457	120	577	-
	37%	47%	40%	59%	34%	43%	39%	43%	47%	100%	10%	100%	-%
		b		b						b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Bundle 1	1831	577	682	104	**	112	260	**	**	1258	372	1390	441
	54%	78%	79%	70%	**	60%	53%	**	**	79%	55%	53%	54%
			c							b			
Bundle 2	25	9	17	2	**	-	-	**	**	25	-	17	8
	1%	1%	2%	2%	**	-%	-%	**	**	2%	-%	1%	1%
										b			
Standalone - Landline	545	90	120	13	**	32	115	**	**	210	147	385	160
	16%	12%	14%	9%	**	17%	24%	**	**	13%	22%	15%	20%
											a		a
Standalone - Mobile	2748	562	716	106	**	160	425	**	**	1279	585	2101	647
	80%	76%	83%	71%	**	85%	87%	**	**	80%	87%	81%	80%
			ac								a		
Standalone - Broadband	663	111	122	28	**	48	124	**	**	233	171	545	118
	19%	15%	14%	19%	**	26%	25%	**	**	15%	25%	21%	15%
											a	b	
Standalone - TV	1252	249	328	64	**	187	488	**	**	577	675	889	364
	37%	34%	38%	43%	**	100%	100%	**	**	36%	100%	34%	45%
											a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Bundle 1	1831	621	768	141	307	-	59	630	747	1436	392	101	328	718	782
	54%	83%	94%	94%	73%	-%	14%	48%	67%	51%	67%	57%	31%	59%	69%
		de	ade	ade	e			a	abd	a	abd	a		a	ab
Bundle 2	25	20	-	-	25	-	1	10	10	21	5	1	6	10	10
	1%	3%	-%	-%	6%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		be			abce										
Standalone - Landline	545	113	57	10	88	280	51	185	174	409	133	67	133	188	221
	16%	15%	7%	6%	21%	21%	12%	14%	16%	14%	23%	38%	13%	15%	20%
		bc			abc	abc					abcd	abcde			ab
Standalone - Mobile	2748	690	772	22	229	1051	323	1052	928	2303	440	122	836	1020	887
	80%	92%	95%	15%	54%	80%	79%	81%	83%	81%	76%	70%	79%	84%	78%
		cde	cde		c	cd		ef	ef	ef				ac	
Standalone - Broadband	663	113	47	9	104	393	58	312	207	578	82	24	228	261	171
	19%	15%	6%	6%	25%	30%	14%	24%	19%	20%	14%	14%	22%	21%	15%
		bc			abc	abc		acdef		ae			c	c	
Standalone - TV	1252	562	58	14	217	419	75	408	472	955	295	92	257	458	536
	37%	75%	7%	9%	51%	32%	18%	31%	42%	34%	51%	52%	24%	38%	47%
		bcde			bce	bc		a	abd	a	abcd	abd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Bundle 1	1831	990	828	527	532	371	385	1474	186	107	65	282	793	616	537	1009
	54%	56%	52%	57% d	56% d	52%	49%	53%	57%	53%	63%	45%	59% a	55% a	47%	63% a
Bundle 2	25	17	8	8	7	6	5	20	2	3	-	3	10	9	6	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%	1%	1%	1%	1%
Standalone - Landline	545	303	233	166	142	99	133	437	53	42	13	90	200	183	181	233
	16%	17%	15%	18%	15%	14%	17%	16%	16%	21%	13%	14%	15%	16%	16%	15%
Standalone - Mobile	2748	1394	1324	741	790	568	616	2241	273	149	85	490	1080	932	895	1339
	80%	78%	83% a	80%	83%	80%	78%	80%	84% c	73%	82%	78%	81%	83%	78%	84% a
Standalone - Broadband	663	350	304	176	193	149	141	562	53	34	14	120	247	223	196	320
	19%	20%	19%	19%	20%	21%	18%	20%	16%	17%	13%	19%	19%	20%	17%	20%
Standalone - TV	1252	683	557	385	327	245	288	1035	109	75	33	191	512	420	381	658
	37%	38%	35%	41% bc	34%	34%	37%	37%	33%	37%	32%	30%	38% a	37% a	33%	41% a
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Every day	371	77	295	110	262	214	158	47	30	123	108	20	54	72
	17%	25% b	15%	20%	15%	17%	16%	19%	16%	16%	13%	13%	20%	26% abc
Every few days	317	54	263	98	218	200	117	32	17	99	106	10	55	50
	14%	17%	14%	18% b	13%	16%	12%	13%	9%	13%	13%	7%	20% abc	18% c
Several times a week	259	54	205	90	169	159	99	33	25	79	85	21	27	48
	12%	17% b	11%	16% b	10%	13%	10%	13%	14%	11%	10%	14%	10%	17% a
Once a week	163	23	140	37	125	87	75	11	9	59	57	10	17	21
	7%	7%	7%	7%	7%	7%	8%	4%	5%	8%	7%	7%	6%	7%
Less often	465	51	414	95	370	266	199	43	35	138	188	49	49	44
	21%	17%	21%	17%	22%	21%	21%	17%	19%	18%	23%	33% ade	18%	16%
Don't know	19	7	12	11	7	6	12	1	1	5	5	-	2	7
	1%	2% b	1%	2% b	*%	*%	1%	1%	1%	1%	1%	-%	1%	2%
The landline is never used to make or receive phone calls	644	44	600	104	540	340	304	85	70	245	263	39	66	39
	29%	14%	31% a	19%	32% a	27%	31%	34%	37% a	33% de	32% e	26% e	25% e	14%
NET: AT LEAST ONCE A WEEK	1110	207	903	335	775	660	449	123	80	361	356	61	152	191
	50%	67% b	47%	61% b	46%	52%	47%	49%	43%	48%	44%	41%	57% bc	68% abcd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Every day	371	132	63	55	43	17	21	**	61	126	201	167	67	35	101	232
	17%	22%	11%	13%	22%	15%	21%	**	8%	14%	12%	32%	41%	9%	12%	24%
		bc			bc		b			b		bcd	bcd			ab
Every few days	317	107	61	51	40	7	23	**	84	115	222	94	26	61	88	166
	14%	18%	11%	12%	20%	6%	23%	**	12%	13%	13%	18%	16%	16%	10%	17%
		be			bce		bce					bcd				b
Several times a week	259	79	51	49	21	13	14	**	67	96	186	73	27	46	85	128
	12%	13%	9%	11%	11%	12%	14%	**	9%	11%	11%	14%	16%	12%	10%	13%
												b				
Once a week	163	59	26	39	14	6	5	**	45	74	120	41	11	12	68	81
	7%	10%	5%	9%	7%	5%	5%	**	6%	8%	7%	8%	7%	3%	8%	8%
		b													a	a
Less often	465	114	153	95	29	23	14	**	133	225	373	93	21	62	188	215
	21%	19%	28%	22%	15%	21%	14%	**	18%	25%	22%	18%	13%	16%	22%	22%
			adf							bef	f					
Don't know	19	4	3	4	1	-	2	**	7	4	12	7	6	3	6	9
	1%	1%	1%	1%	*%	-%	2%	**	1%	*%	1%	1%	4%	1%	1%	1%
													cd			
The landline is never used to make or receive phone calls	644	115	200	140	48	46	20	**	330	251	598	46	7	174	317	153
	29%	19%	36%	32%	25%	41%	20%	**	45%	28%	35%	9%	4%	44%	37%	16%
			adf	a		adf			cdef	ef	cef			c	c	
NET: AT LEAST ONCE A WEEK	1110	376	200	194	118	44	63	**	257	412	729	375	131	154	342	607
	50%	62%	36%	45%	60%	39%	63%	**	35%	46%	43%	72%	80%	39%	40%	62%
		bce			bce		bce			b	b	bcd	bcd			ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Every day	371	235	129	122	84	72	90	300	32	30	**	46	159	114	135	177
	17%	19%	13%	19%	13%	16%	18%	17%	14%	22%	**	14%	17%	15%	20%	15%
		b		b											b	
Every few days	317	178	137	95	88	68	63	253	37	16	**	46	154	84	105	161
	14%	15%	14%	15%	14%	15%	13%	14%	16%	11%	**	13%	17%	11%	16%	14%
													c			
Several times a week	259	159	99	75	61	59	64	210	29	14	**	39	116	82	80	132
	12%	13%	10%	11%	10%	13%	13%	12%	13%	10%	**	11%	12%	11%	12%	11%
Once a week	163	102	57	59	41	30	32	129	19	11	**	23	70	56	47	91
	7%	8%	6%	9%	7%	7%	6%	7%	8%	8%	**	7%	7%	7%	7%	8%
Less often	465	235	229	134	139	92	97	361	54	39	**	72	192	163	112	274
	21%	19%	23%	21%	22%	21%	20%	20%	23%	29%	**	21%	21%	22%	17%	23%
															a	
Don't know	19	8	11	4	2	1	10	19	-	-	**	3	4	4	8	3
	1%	1%	1%	1%	*%	*%	2%	1%	-%	-%	**	1%	*%	*%	1%	*%
The landline is never used to make or receive phone calls	644	306	331	164	217	116	140	527	58	27	**	112	239	251	185	339
	29%	25%	33%	25%	34%	27%	28%	29%	26%	20%	**	33%	26%	33%	27%	29%
			a		a									b		
NET: AT LEAST ONCE A WEEK	1110	674	422	351	274	228	249	892	117	70	**	154	498	337	366	561
	50%	55%	42%	54%	43%	52%	50%	50%	51%	51%	**	45%	53%	45%	55%	48%
		b		b									c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Very satisfied	743	106	638	190	553	406	337	96	70	239	246	56	111	98
	33%	34%	33%	35%	33%	32%	35%	38%	37%	32%	30%	37%	42% ab	35%
Fairly satisfied	983	109	875	182	802	569	414	103	74	332	406	60	101	96
	44%	35%	45% a	33%	47% a	45%	43%	41%	40%	44% e	50% de	40%	38%	34%
Neither satisfied nor dissatisfied	299	64	235	119	180	178	121	34	27	100	87	19	39	57
	13%	21% b	12%	22% b	11%	14%	13%	13%	14%	13%	11%	13%	15%	20% ab
Fairly dissatisfied	142	16	126	23	120	83	59	9	8	47	60	8	10	16
	6%	5%	7%	4%	7%	7%	6%	4%	4%	6%	7%	5%	4%	6%
Very dissatisfied	48	5	43	13	35	25	23	6	5	20	14	7	3	5
	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	4%	1%	2%
Don't know	21	10	12	19	2	11	10	4	3	11	-	-	3	9
	1%	3% b	1%	3% b	*%	1%	1%	2%	2%	1% b	-%	-%	1%	3% b
TOTAL SATISFIED	1727	214	1512	372	1355	976	751	199	144	570	652	116	213	194
	77%	69% a	78% a	68%	80% a	77%	78%	79%	77%	76%	80% e	78%	79% e	69%
TOTAL DISSATISFIED	190	22	169	36	155	108	82	15	13	68	74	15	13	21
	9%	7%	9%	7%	9%	9%	9%	6%	7%	9%	9%	10%	5%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Very satisfied	743	227	182	106	55	42	39	**	209	303	540	203	67	110	264	368
	33%	37%	33%	25%	28%	37%	39%	**	29%	34%	32%	39%	41%	28%	31%	37%
		c				c	c					bd	b			ab
Fairly satisfied	983	254	259	206	95	44	42	**	351	380	768	215	72	184	381	417
	44%	42%	47%	47%	48%	39%	42%	**	48%	43%	45%	41%	44%	47%	45%	42%
Neither satisfied nor dissatisfied	299	78	67	67	28	13	11	**	86	141	242	55	15	46	127	124
	13%	13%	12%	15%	14%	12%	11%	**	12%	16%	14%	11%	9%	12%	15%	13%
									e							
Fairly dissatisfied	142	30	38	39	9	8	4	**	53	46	109	34	7	36	47	59
	6%	5%	7%	9%	4%	7%	4%	**	7%	5%	6%	6%	5%	9%	6%	6%
Very dissatisfied	48	12	10	12	8	1	2	**	19	19	38	10	-	9	28	12
	2%	2%	2%	3%	4%	*%	2%	**	3%	2%	2%	2%	-%	2%	3%	1%
															c	
Don't know	21	7	1	3	2	4	2	**	8	3	15	4	3	8	6	4
	1%	1%	*%	1%	1%	4%	2%	**	1%	*%	1%	1%	2%	2%	1%	*%
						b	b							c		
TOTAL SATISFIED	1727	481	441	312	150	86	80	**	560	683	1308	418	139	294	645	786
	77%	79%	79%	72%	77%	77%	81%	**	77%	77%	76%	80%	84%	75%	76%	80%
TOTAL DISSATISFIED	190	42	48	51	16	9	6	**	72	65	147	43	7	45	75	71
	9%	7%	9%	12%	8%	8%	6%	**	10%	7%	9%	8%	5%	11%	9%	7%
				a												

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Very satisfied	743	405	335	203	195	141	200	597	78	46	**	125	323	232	240	384
	33%	33%	34%	31%	31%	32%	40% ab	33%	34%	34%	**	37%	35%	31%	36%	33%
Fairly satisfied	983	567	408	291	296	198	188	803	85	57	**	140	437	314	282	533
	44%	46%	41%	45%	47% d	45%	38%	45%	37%	42%	**	41%	47%	42%	42%	45%
Neither satisfied nor dissatisfied	299	143	151	84	83	68	61	229	43	20	**	47	111	113	90	145
	13%	12%	15%	13%	13%	16%	12%	13%	19%	15%	**	14%	12%	15%	13%	12%
Fairly dissatisfied	142	82	59	55	41	18	28	118	15	6	**	19	46	63	34	83
	6%	7%	6%	8%	6%	4%	6%	7%	7%	4%	**	6%	5%	8% b	5%	7%
Very dissatisfied	48	17	31	18	14	5	11	36	6	5	**	10	12	21	20	23
	2%	1%	3% a	3%	2%	1%	2%	2%	3%	3%	**	3%	1%	3%	3%	2%
Don't know	21	8	10	2	4	6	8	17	2	3	**	1	5	12	6	9
	1%	1%	1%	*%	1%	1%	2%	1%	1%	2%	**	*%	1%	2%	1%	1%
TOTAL SATISFIED	1727	972	743	493	491	339	388	1400	163	103	**	265	760	546	522	917
	77%	80% b	75%	76%	77%	78%	78%	78%	71%	76%	**	78%	81% c	72%	78%	78%
TOTAL DISSATISFIED	190	99	91	73	55	23	39	154	22	10	**	29	58	85	54	106
	9%	8%	9%	11% c	9%	5%	8%	9%	10%	8%	**	8%	6%	11% b	8%	9%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Looking for a deal for standalone service	68 3%	53 17%	14 1%	68 12%	- -%	53 4%	14 1%	23 9%	8 4%	8 1%	4 *%	- -%	7 3%	49 17%
		b		b		b		ab					b	abcd
Looking for a deal for service in bundle	81 4%	- -%	81 4%	- -%	81 5%	63 5%	19 2%	12 5%	4 2%	31 4%	38 5%	6 4%	8 3%	- -%
			a		a	b		b		e	e	e	e	
Looking for a deal for other services in the bundle, but not this	9 *%	- -%	9 *%	- -%	9 1%	8 1%	1 *%	5 2%	2 1%	* *%	5 1%	- -%	4 1%	- -%
								b					a	
Looking for a deal for the bundle but not sure which services	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%
Planning to look for a deal for standalone service	114 5%	55 18%	58 3%	114 21%	- -%	79 6%	35 4%	24 9%	15 8%	25 3%	18 2%	4 3%	20 7%	47 17%
		b		b		b		b	b				ab	abcd
Planning to look for a deal for bundle	433 19%	- -%	433 22%	- -%	433 26%	250 20%	182 19%	30 12%	24 13%	145 19%	216 27%	35 23%	42 16%	- -%
			a		a	c	c			e	ade	e	e	
Not currently looking or planning to look for a new deal	1454 65%	186 60%	1269 66%	338 62%	1116 66%	777 61%	677 70%	157 62%	134 71%	516 69%	505 62%	99 66%	178 67%	172 61%
							ac		a	b				
Don't know	78 3%	15 5%	62 3%	26 5%	52 3%	42 3%	35 4%	1 *%	1 *%	24 3%	29 4%	5 3%	8 3%	13 4%
						c	c							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
SUMMARY														
Looking for deal for service	149	53	96	68	81	116	33	35	12	38	41	6	15	49
	7%	17%	5%	12%	5%	9%	3%	14%	6%	5%	5%	4%	6%	17%
		b		b		b		bd						abcd
Planning to look for deal for service or bundle	546	55	491	114	433	329	217	54	40	170	233	39	61	47
	24%	18%	25%	21%	26%	26%	23%	21%	21%	23%	29%	26%	23%	17%
			a								e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Looking for a deal for standalone service	68 3%	12 2%	14 2%	7 2%	3 2%	4 3%	10 10% abcd	** **	28 4% e	20 2% e	65 4% e	2 *% e	2 1% e	34 9% bc	23 3%	11 1%
Looking for a deal for service in bundle	81 4%	10 2%	34 6% a	13 3%	9 4%	4 3%	6 6% a	** **	33 4%	28 3%	65 4%	16 3%	1 *% e	17 4%	38 5%	25 3%
Looking for a deal for other services in the bundle, but not this	9 *%	5 1%	2 *%	- -%	- -%	- -%	3 3% c	** **	3 *%	2 *%	9 1%	- -%	- -%	5 1% c	3 *%	1 *%
Looking for a deal for the bundle but not sure which services	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%
Planning to look for a deal for standalone service	114 5%	30 5%	29 5%	20 5%	6 3%	8 7%	8 8%	** **	57 8% cef	31 3%	101 6% ce	13 2%	2 1%	40 10% bc	46 5% c	28 3%
Planning to look for a deal for bundle	433 19%	99 16%	132 24% af	116 27% ade	30 15%	16 15%	11 11%	** **	160 22% ef	185 21% ef	357 21% ef	74 14%	15 9%	76 19%	183 21%	172 17%
Not currently looking or planning to look for a new deal	1454 65%	426 70% bc	332 60%	265 61%	139 71% b	77 68%	60 60%	** **	421 58%	597 67% b	1057 62%	395 76% bcd	139 85% bcd	209 53%	530 62% a	714 73% ab
Don't know	78 3%	27 4%	15 3%	13 3%	9 5%	4 3%	2 2%	** **	24 3%	29 3%	57 3%	19 4%	5 3%	13 3%	30 4%	32 3%
Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c																

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
SUMMARY																
Looking for deal for service	149	22	47	20	12	8	16	**	61	48	130	18	3	51	61	36
	7%	4%	9%	5%	6%	7%	16%	**	8%	5%	8%	3%	2%	13%	7%	4%
			a				acd		ef		e			bc	c	
Planning to look for deal for service or bundle	546	129	160	136	36	24	19	**	218	216	458	87	17	116	229	200
	24%	21%	29%	31%	18%	21%	19%	**	30%	24%	27%	17%	10%	29%	27%	20%
			ad	ad					ef	ef	ef			c	c	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%																
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Looking for a deal for standalone service	68 3%	37 3%	30 3%	35 5% bd	10 2%	14 3%	9 2%	53 3%	6 2%	8 6%	** **	14 4%	21 2%	27 4%	32 5% b	13 1%
Looking for a deal for service in bundle	81 4%	44 4%	36 4%	30 5%	26 4%	14 3%	12 2%	62 3%	5 2%	9 7%	** **	13 4%	32 3%	30 4%	23 3%	43 4%
Looking for a deal for other services in the bundle, but not this	9 *%	4 *%	5 1%	4 1%	1 *%	3 1%	1 *%	8 *%	- -%	- -%	** **	2 *%	6 1%	1 *%	5 1%	4 *%
Looking for a deal for the bundle but not sure which services	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	** **	- -%	1 *%	- -%	- -%	- -%
Planning to look for a deal for standalone service	114 5%	61 5%	53 5%	40 6%	25 4%	26 6%	21 4%	86 5%	12 5%	11 8%	** **	21 6%	47 5%	27 4%	43 6% b	41 3%
Planning to look for a deal for bundle	433 19%	232 19%	198 20%	144 22% d	128 20% d	87 20%	70 14%	353 20%	42 19%	24 18%	** **	62 18%	184 20%	158 21%	132 20%	244 21%
Not currently looking or planning to look for a new deal	1454 65%	801 66%	639 64%	385 59%	416 66%	281 64%	359 72% a	1174 65%	158 69% c	74 54%	** **	219 64%	620 66%	481 64%	414 62%	807 69% a
Don't know	78 3%	43 4%	32 3%	14 2%	26 4%	12 3%	24 5%	62 3%	5 2%	9 7%	** **	11 3%	24 3%	31 4%	23 3%	27 2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%																
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
SUMMARY																
Looking for deal for service	149	82	66	65	36	28	20	116	10	17	**	28	52	57	55	56
	7%	7%	7%	10% bd	6%	6%	4%	6%	5%	13% ab	**	8%	6%	8%	8% b	5%
Planning to look for deal for service or bundle	546	292	251	184	153	113	91	439	55	35	**	83	231	185	175	284
	24%	24%	25%	28% d	24%	26%	18%	24%	24%	26%	**	24%	25%	24%	26%	24%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Discussed deals or offers with your provider	542	58	484	91	451	322	219	71	46	161	226	42	67	52
	24%	19%	25%	17%	27%	25%	23%	28%	24%	21%	28%	28%	25%	19%
Looked at alternative deals or offers from your provider	499	50	449	87	411	320	178	63	41	165	202	37	54	43
	22%	16%	23%	16%	24%	25%	18%	25%	22%	22%	25%	25%	20%	15%
Received a discount from your provider	455	54	400	81	373	269	186	70	52	120	195	48	45	49
	20%	18%	21%	15%	22%	21%	19%	28%	28%	16%	24%	32%	17%	18%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	331	59	272	84	247	228	103	50	28	82	125	34	35	54
	15%	19%	14%	15%	15%	18%	11%	20%	15%	11%	15%	23%	13%	19%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	169	22	147	35	134	99	70	23	14	31	90	14	14	20
	8%	7%	8%	7%	8%	8%	7%	9%	7%	4%	11%	9%	5%	7%
None of these	1020	141	879	289	732	527	493	87	76	394	316	58	138	128
	46%	46%	46%	53%	43%	41%	51%	34%	40%	53%	39%	39%	51%	46%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
		a	b	a	b	a	b	c	d	a	b	c	d	e
Significance Level: 99%														
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
SUMMARY														
ANY CHANGE	1217	168	1049	257	960	746	471	165	112	355	498	92	130	152
	54%	54%	54%	47%	57%	59%	49%	66%	60%	47%	61%	61%	49%	54%
					a	b		b	b		ad	ad		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Discussed deals or offers with your provider	542	128	156	128	46	24	21	**	194	203	419	121	29	110	214	216
	24%	21%	28% a	29% a	23%	21%	21%	**	27%	23%	25%	23%	17%	28%	25%	22%
Looked at alternative deals or offers from your provider	499	114	148	107	44	26	22	**	201	178	406	91	17	117	211	169
	22%	19%	27% a	25%	23%	23%	22%	**	28% cef	20% f	24% ef	18%	10%	30% c	25% c	17%
Received a discount from your provider	455	93	137	125	29	15	22	**	170	173	367	87	14	92	189	173
	20%	15%	25% ade	29% ade	15%	14%	22%	**	23% ef	19% f	21% f	17%	9%	23%	22%	18%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	331	83	111	59	25	7	12	**	135	118	282	48	12	82	145	103
	15%	14%	20% ae	14%	13%	7%	12%	**	19% cef	13%	16% ef	9%	7%	21% c	17% c	10%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	169	38	62	38	14	2	7	**	62	68	136	33	2	35	66	68
	8%	6%	11% ae	9% e	7%	2%	7%	**	9% f	8% f	8% f	6%	1%	9%	8%	7%
None of these	1020	325	200	167	98	60	46	**	267	443	732	284	109	127	356	532
	46%	53% bc	36%	39%	50% bc	53% bc	46%	**	37%	50% bd	43% b	55% bd	66% bcd	32%	42% a	54% ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
SUMMARY																
ANY CHANGE	1217	284	357	266	98	53	54	**	459	449	979	237	56	267	497	453
	54%	47%	64%	61%	50%	47%	54%	**	63%	50%	57%	45%	34%	68%	58%	46%
			ade	ade					cdef	f	cef			bc	c	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Discussed deals or offers with your provider	542	300	237	176	149	100	115	443	46	28	**	93	222	187	168	288
	24%	25%	24%	27%	24%	23%	23%	25%	20%	21%	**	27%	24%	25%	25%	24%
Looked at alternative deals or offers from your provider	499	296	199	176	145	86	89	393	40	42	**	77	203	173	166	259
	22%	24%	20%	27% d	23%	20%	18%	22%	18%	31% b	**	22%	22%	23%	25%	22%
Received a discount from your provider	455	261	193	144	133	88	87	357	54	27	**	72	185	155	148	229
	20%	21%	19%	22%	21%	20%	18%	20%	23%	20%	**	21%	20%	21%	22%	19%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	331	183	144	115	92	70	54	253	32	25	**	58	129	114	122	162
	15%	15%	15%	18% d	15%	16%	11%	14%	14%	18%	**	17%	14%	15%	18%	14%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	169	79	90	52	41	36	38	137	18	10	**	31	75	52	57	85
	8%	7%	9%	8%	6%	8%	8%	8%	8%	7%	**	9%	8%	7%	9%	7%
None of these	1020	546	461	267	288	198	256	827	109	61	**	142	424	348	269	563
	46%	45%	46%	41%	45%	45%	52% a	46%	48%	45%	**	42%	45%	46%	40%	48% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
SUMMARY																
ANY CHANGE	1217	676	532	386	345	239	240	972	120	75	**	200	510	407	403	615
	54%	55%	54%	59%	55%	55%	48%	54%	52%	55%	**	58%	55%	54%	60%	52%
				d											b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	439	49	390	77	362	269	170	92	47	153	135	58	53	43
Effective Weighted Sample	368	37	333	60	309	220	148	67	42	143	128	54	44	32
Total	455	54	400	81	373	269	186	70	52	120	195	48	45	49
I contacted my provider	346	**	324	**	305	198	149	**	**	98	166	**	**	**
	76%	**	81%	**	82%	74%	80%	**	**	82%	85%	**	**	**
My provider contacted me	92	**	62	**	58	61	31	**	**	17	24	**	**	**
	20%	**	16%	**	15%	23%	17%	**	**	14%	12%	**	**	**
Don't know/ can't remember	16	**	14	**	11	10	6	**	**	5	5	**	**	**
	4%	**	3%	**	3%	4%	3%	**	**	4%	3%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN	TALK-	PLUS-	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	~d	~e	~f	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	439	106	115	106	33	18	25	21	166	163	350	89	15	91	184	164
Effective Weighted Sample	368	86	98	95	30	18	21	16	133	141	290	79	14	71	151	146
Total	455	93	137	125	29	15	22	25	170	173	367	87	14	92	189	173
I contacted my provider	346	75	110	105	**	**	**	**	120	147	276	**	**	**	150	143
	76%	80%	80%	84%	**	**	**	**	71%	85%	75%	**	**	**	79%	82%
									b							
My provider contacted me	92	17	24	16	**	**	**	**	44	21	77	**	**	**	35	25
	20%	18%	18%	13%	**	**	**	**	26%	12%	21%	**	**	**	19%	15%
									c							
Don't know/ can't remember	16	1	3	4	**	**	**	**	6	5	15	**	**	**	4	5
	4%	1%	2%	3%	**	**	**	**	3%	3%	4%	**	**	**	2%	3%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	439	255	184	159	120	68	89	351	46	26	16	66	175	154	143	221
Effective Weighted Sample	368	212	156	133	106	57	76	292	39	23	15	53	146	131	116	189
Total	455	261	193	144	133	88	87	357	54	27	17	72	185	155	148	229
I contacted my provider	346	197	150	117	101	**	**	270	**	**	**	**	140	124	112	188
	76%	75%	77%	81%	76%	**	**	76%	**	**	**	**	76%	80%	76%	82%
My provider contacted me	92	59	33	23	27	**	**	71	**	**	**	**	41	22	32	38
	20%	23%	17%	16%	20%	**	**	20%	**	**	**	**	22%	14%	22%	17%
Don't know/ can't remember	16	5	11	4	4	**	**	15	**	**	**	**	3	8	3	3
	4%	2%	6%	3%	3%	**	**	4%	**	**	**	**	2%	5%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	439	49	390	77	362	269	170	92	47	153	135	58	53	43
Effective Weighted Sample	368	37	333	60	309	220	148	67	42	143	128	54	44	32
Total	455	54	400	81	373	269	186	70	52	120	195	48	45	49
Yes	334	**	303	**	288	185	149	**	**	86	150	**	**	**
	73%	**	76%	**	77%	69%	80%	**	**	72%	77%	**	**	**
No	88	**	71	**	61	66	21	**	**	26	30	**	**	**
	19%	**	18%	**	16%	25% b	11%	**	**	22%	16%	**	**	**
Don't know/ can't remember	33	**	26	**	24	17	16	**	**	8	15	**	**	**
	7%	**	6%	**	7%	6%	9%	**	**	6%	7%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	~d	~e	~f	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	439	106	115	106	33	18	25	21	166	163	350	89	15	91	184	164
Effective Weighted Sample	368	86	98	95	30	18	21	16	133	141	290	79	14	71	151	146
Total	455	93	137	125	29	15	22	25	170	173	367	87	14	92	189	173
Yes	334	74	104	100	**	**	**	**	116	138	264	**	**	**	146	137
	73%	79%	75%	79%	**	**	**	**	69%	80%	72%	**	**	**	77%	79%
No	88	11	20	19	**	**	**	**	44	24	77	**	**	**	37	20
	19%	12%	15%	15%	**	**	**	**	26%	14%	21%	**	**	**	20%	11%
									c							
Don't know/ can't remember	33	8	13	7	**	**	**	**	9	11	26	**	**	**	6	16
	7%	9%	10%	5%	**	**	**	**	5%	7%	7%	**	**	**	3%	9%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	439	255	184	159	120	68	89	351	46	26	16	66	175	154	143	221
Effective Weighted Sample	368	212	156	133	106	57	76	292	39	23	15	53	146	131	116	189
Total	455	261	193	144	133	88	87	357	54	27	17	72	185	155	148	229
Yes	334	205	128	108	99	**	**	258	**	**	**	**	142	113	106	174
	73%	79%	66%	75%	75%	**	**	72%	**	**	**	**	77%	73%	72%	76%
		b														
No	88	44	44	25	25	**	**	69	**	**	**	**	33	27	29	42
	19%	17%	23%	17%	19%	**	**	19%	**	**	**	**	18%	17%	19%	19%
Don't know/ can't remember	33	12	21	11	8	**	**	29	**	**	**	**	9	15	12	12
	7%	5%	11%	8%	6%	**	**	8%	**	**	**	**	5%	9%	8%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	a	~b	~c	~d	~e
Unweighted total	326	58	268	86	240	230	96	78	25	102	89	41	44	50
Effective Weighted Sample	258	36	225	57	202	174	84	52	22	94	82	37	32	32
Total	331	59	272	84	247	228	103	50	28	82	125	34	35	54
I contacted my provider	235	**	209	**	195	166	**	**	**	59	**	**	**	**
	71%	**	77%	**	79%	73%	**	**	**	72%	**	**	**	**
My provider contacted me	80	**	54	**	44	49	**	**	**	22	**	**	**	**
	24%	**	20%	**	18%	21%	**	**	**	26%	**	**	**	**
Don't know/ can't remember	15	**	9	**	9	13	**	**	**	2	**	**	**	**
	5%	**	3%	**	3%	6%	**	**	**	2%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	326	91	92	53	28	10	16	25	136	113	274	51	12	83	141	101
Effective Weighted Sample	258	70	76	45	24	9	9	17	102	96	214	44	9	58	112	87
Total	331	83	111	59	25	7	12	28	135	118	282	48	12	82	145	103
I contacted my provider	235	**	**	**	**	**	**	**	101	87	203	**	**	**	106	73
	71%	**	**	**	**	**	**	**	74%	73%	72%	**	**	**	73%	71%
My provider contacted me	80	**	**	**	**	**	**	**	31	23	66	**	**	**	33	25
	24%	**	**	**	**	**	**	**	23%	20%	24%	**	**	**	23%	24%
Don't know/ can't remember	15	**	**	**	**	**	**	**	4	8	13	**	**	**	6	5
	5%	**	**	**	**	**	**	**	3%	7%	5%	**	**	**	4%	5%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	326	192	131	136	80	55	55	258	27	22	19	55	121	117	130	148
Effective Weighted Sample	258	151	105	105	67	47	43	202	23	17	16	42	94	96	97	123
Total	331	183	144	115	92	70	54	253	32	25	21	58	129	114	122	162
I contacted my provider	235	133	102	82	**	**	**	182	**	**	**	**	93	91	81	122
	71%	72%	71%	71%	**	**	**	72%	**	**	**	**	72%	79%	66%	75%
My provider contacted me	80	41	37	29	**	**	**	60	**	**	**	**	31	19	38	30
	24%	22%	25%	25%	**	**	**	24%	**	**	**	**	24%	17%	31%	19%
Don't know/ can't remember	15	10	6	5	**	**	**	12	**	**	**	**	5	5	3	10
	5%	5%	4%	4%	**	**	**	5%	**	**	**	**	4%	4%	2%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	164	24	140	40	124	107	57	39	13	39	64	19	22	20
Effective Weighted Sample	132	17	115	29	104	83	50	27	12	35	60	16	14	15
Total	169	22	147	35	134	99	70	23	14	31	90	14	14	20
I contacted my provider	153	**	140	**	129	87	**	**	**	**	**	**	**	**
	91%	**	95%	**	96%	88%	**	**	**	**	**	**	**	**
My provider contacted me	9	**	3	**	1	7	**	**	**	**	**	**	**	**
	5%	**	2%	**	1%	8%	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	4	**	4	4	**	**	**	**	**	**	**	**
	4%	**	3%	**	3%	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	164	43	54	32	14	4	10	7	63	62	132	32	2	37	63	64
Effective Weighted Sample	132	32	45	29	13	4	8	5	46	53	104	29	2	26	50	57
Total	169	38	62	38	14	2	7	6	62	68	136	33	2	35	66	68
I contacted my provider	153	**	**	**	**	**	**	**	**	**	121	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**	**	88%	**	**	**	**	**
My provider contacted me	9	**	**	**	**	**	**	**	**	**	9	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	7%	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	5%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	164	86	78	61	37	25	38	134	14	10	6	30	70	51	57	78
Effective Weighted Sample	132	67	66	46	32	21	33	108	12	8	5	24	56	42	45	66
Total	169	79	90	52	41	36	38	137	18	10	5	31	75	52	57	85
I contacted my provider	153	**	**	**	**	**	**	123	**	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	90%	**	**	**	**	**	**	**	**
My provider contacted me	9	**	**	**	**	**	**	9	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Received a discount	346	22	324	41	305	198	149	46	33	98	166	40	25	21
	15%	7%	17% a	8%	18% a	16%	15%	18%	18%	13%	20% ade	27% ade	9%	7%
Added extra or improved services	235	27	209	40	195	166	69	36	20	59	102	26	24	24
	11%	9%	11%	7%	12% a	13% b	7%	14% b	11%	8%	13% a	17% ade	9%	8%
Reduced or downgraded services	153	14	140	25	129	87	66	19	12	28	89	13	11	13
	7%	4%	7%	5%	8%	7%	7%	7%	6%	4%	11% ade	9% a	4%	5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	580	55	525	91	489	351	229	75	52	155	276	55	48	49
	26%	18%	27% a	17%	29% a	28%	24%	30%	28%	21%	34% ade	37% ade	18%	18%
ALL 3 CHANGES	20	*	20	*	20	14	6	2	1	3	11	5	*	*
	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%	1%	3% ad	*%	*%
DISCOUNT AND EXTRA SERVICES	66	2	64	5	61	44	22	11	6	14	36	9	5	2
	3%	1%	3%	1%	4% a	3%	2%	4%	3%	2%	4% ae	6% ae	2%	1%
DISCOUNT AND REDUCED SERVICES	34	3	30	4	29	17	17	5	4	8	18	3	2	3
	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	15	3	13	5	10	11	4	5	2	2	4	2	5	2
	1%	1%	1%	1%	1%	1%	*%	2% b	1%	*%	*%	1%	2% a	1%
DISCOUNT ONLY	227	17	209	32	195	123	104	28	23	73	100	23	18	15
	10%	6%	11% a	6%	12% a	10%	11%	11%	12%	10%	12% de	15% de	7%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
EXTRA SERVICES ONLY	134	22	112	30	104	97	37	18	12	40	51	10	14	19
	6%	7%	6%	5%	6%	8%	4%	7%	6%	5%	6%	7%	5%	7%
REDUCED SERVICES ONLY	84	8	77	15	69	45	40	6	5	15	55	4	4	7
	4%	2%	4%	3%	4%	4%	4%	3%	3%	2%	7%	3%	1%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1657	255	1403	454	1203	922	735	177	136	594	537	95	220	231
	74%	82%	73%	83%	71%	72%	76%	70%	72%	79%	66%	63%	82%	82%
		b		b						bc			bc	bc

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Received a discount	346	75	110	105	23	9	12	**	120	147	276	71	12	54	150	143
	15%	12%	20%	24%	12%	8%	12%	**	17%	17%	16%	14%	7%	14%	18%	15%
Added extra or improved services	235	61	92	36	13	7	8	**	101	87	203	32	5	56	106	73
	11%	10%	17%	8%	7%	7%	8%	**	14%	10%	12%	6%	3%	14%	12%	7%
Reduced or downgraded services	153	35	61	38	13	1	3	**	52	63	121	33	2	27	60	66
	7%	6%	11%	9%	6%	1%	3%	**	7%	7%	7%	6%	1%	7%	7%	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER																
	580	137	196	142	37	17	21	**	208	240	470	109	16	101	247	231
	26%	22%	35%	33%	19%	15%	21%	**	29%	27%	27%	21%	9%	26%	29%	23%
ALL 3 CHANGES	20	3	12	2	3	-	-	**	7	7	14	6	-	2	8	11
	1%	*%	2%	1%	2%	-%	-%	**	1%	1%	1%	1%	-%	*%	1%	1%
DISCOUNT AND EXTRA SERVICES	66	18	25	18	-	1	1	**	29	27	59	8	2	13	34	19
	3%	3%	5%	4%	-%	1%	1%	**	4%	3%	3%	1%	1%	3%	4%	2%
DISCOUNT AND REDUCED SERVICES	34	8	8	13	5	-	-	**	14	11	27	6	1	13	11	10
	2%	1%	2%	3%	2%	-%	-%	**	2%	1%	2%	1%	1%	3%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES																
	15	3	8	1	1	*	1	**	8	4	15	-	-	6	9	1
	1%	1%	2%	*%	1%	*%	1%	**	1%	*%	1%	-%	-%	1%	1%	*%
DISCOUNT ONLY	227	46	64	72	15	8	11	**	70	102	176	51	9	26	98	103
	10%	8%	11%	17%	8%	8%	11%	**	10%	11%	10%	10%	5%	7%	11%	10%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
EXTRA SERVICES ONLY	134	37	46	15	9	6	6	**	57	48	115	18	3	35	56	43
	6%	6%	8%	3%	4%	6%	6%	**	8%	5%	7%	3%	2%	9%	7%	4%
			c						e		e			c		
REDUCED SERVICES ONLY	84	21	32	21	4	1	2	**	23	40	64	20	1	7	33	45
	4%	4%	6%	5%	2%	1%	2%	**	3%	5%	4%	4%	*%	2%	4%	5%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1657	472	360	291	159	96	79	**	519	652	1241	411	149	292	606	754
	74%	78%	65%	67%	81%	85%	79%	**	71%	73%	73%	79%	91%	74%	71%	77%
		bc			bc	bc	b					bd	bcde			b

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Received a discount	346	197	150	117	101	64	62	270	38	23	**	51	140	124	112	188
	15%	16%	15%	18%	16%	15%	13%	15%	17%	17%	**	15%	15%	16%	17%	16%
Added extra or improved services	235	133	102	82	69	52	33	182	23	14	**	34	93	91	81	122
	11%	11%	10%	12%	11%	12%	7%	10%	10%	11%	**	10%	10%	12%	12%	10%
Reduced or downgraded services	153	74	80	44	38	32	37	123	16	10	**	29	70	45	51	82
	7%	6%	8%	7%	6%	7%	7%	7%	7%	7%	**	9%	7%	6%	8%	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	580	318	261	193	162	112	107	459	61	36	**	85	244	203	199	300
	26%	26%	26%	30%	26%	26%	22%	26%	27%	26%	**	25%	26%	27%	30%	25%
ALL 3 CHANGES	20	13	7	5	6	5	4	13	3	2	**	4	9	5	7	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	**	1%	1%	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	66	40	27	24	21	16	5	48	6	6	**	11	23	26	17	40
	3%	3%	3%	4%	3%	4%	1%	3%	2%	4%	**	3%	3%	3%	3%	3%
DISCOUNT AND REDUCED SERVICES	34	12	22	8	11	6	8	28	3	1	**	5	12	15	11	19
	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	**	2%	1%	2%	2%	2%
EXTRA SERVICES AND REDUCED SERVICES	15	7	8	7	1	4	4	13	1	*	**	3	7	4	3	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%
DISCOUNT ONLY	227	132	95	79	63	37	45	181	26	14	**	29	96	77	77	117
	10%	11%	10%	12%	10%	8%	9%	10%	12%	10%	**	9%	10%	10%	11%	10%
EXTRA SERVICES ONLY	134	73	60	46	40	27	20	108	13	6	**	15	54	55	55	61
	6%	6%	6%	7%	6%	6%	4%	6%	6%	4%	**	4%	6%	7%	8%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
REDUCED SERVICES ONLY	84	42	43	24	20	17	20	69	9	6	**	16	43	20	30	44
	4%	3%	4%	4%	3%	4%	4%	4%	4%	4%	**	5%	5%	3%	4%	4%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1657	904	733	460	471	325	389	1340	167	100	**	257	690	552	473	877
	74%	74%	74%	70%	74%	74%	78% a	74%	73%	74%	**	75%	74%	73%	70%	75%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Received a discount	92	30	62	34	58	61	31	18	12	17	24	7	17	26
	4%	10%	3%	6%	3%	5%	3%	7%	6%	2%	3%	5%	6%	9%
		b		b				b					a	ab
Added extra or improved services	80	26	54	37	44	49	32	11	7	22	17	8	8	26
	4%	8%	3%	7%	3%	4%	3%	4%	4%	3%	2%	5%	3%	9%
		b		b										abd
Reduced or downgraded services	9	6	3	8	1	7	2	4	2	1	-	*	3	5
	*%	2%	*%	1%	*%	1%	*%	2%	1%	*%	-%	*%	1%	2%
		b		b				b						ab
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	168	57	111	72	96	108	60	32	20	37	41	12	26	52
	8%	18%	6%	13%	6%	9%	6%	13%	11%	5%	5%	8%	10%	19%
		b		b				b					a	abcd
ALL 3 CHANGES	*	-	*	*	-	*	-	*	-	-	-	*	-	-
	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	12	4	7	6	6	7	5	*	-	3	-	3	2	4
	1%	1%	*%	1%	*%	1%	*%	*%	-%	*%	-%	2%	1%	2%
												b		b
DISCOUNT AND REDUCED SERVICES	1	*	*	*	*	1	-	*	-	-	-	-	*	*
	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	-%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	*	-	*	-	-	-	-	*	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	*%	-%
DISCOUNT ONLY	79	25	54	27	52	53	27	17	12	14	24	4	15	22
	4%	8%	3%	5%	3%	4%	3%	7%	6%	2%	3%	3%	6%	8%
		b						b					a	ab
EXTRA SERVICES ONLY	68	22	46	30	38	41	27	10	7	18	17	5	6	21
	3%	7%	2%	6%	2%	3%	3%	4%	4%	2%	2%	3%	2%	8%
		b		b										abd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
REDUCED SERVICES ONLY	8	5	3	7	*	6	2	3	2	1	-	-	2	4
	*%	2%	*%	1%	*%	*%	*%	1%	1%	*%	-%	-%	1%	2%
		b		b										ab
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2069	253	1817	473	1596	1165	905	220	168	712	772	138	242	228
	92%	82%	94%	87%	94%	91%	94%	87%	89%	95%	95%	92%	90%	81%
			a		a		c			de	e	e	e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Received a discount	92	17	24	16	4	6	10	**	44	21	77	15	1	32	35	25
	4%	3%	4%	4%	2%	6%	10% ad	**	6% c	2%	4% c	3%	1%	8% bc	4%	3%
Added extra or improved services	80	18	14	21	11	-	5	**	31	23	66	14	4	23	33	25
	4%	3%	3%	5%	6% e	-%	5%	**	4%	3%	4%	3%	3%	6% c	4%	3%
Reduced or downgraded services	9	1	*	-	1	1	2	**	6	3	9	-	-	5	4	1
	*%	*%	*%	-%	1%	*%	2%	**	1%	*%	1%	-%	-%	1% c	*%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	168	35	34	35	16	7	14	**	78	42	141	27	5	55	68	45
	8%	6%	6%	8%	8%	6%	14% ab	**	11% cef	5%	8% c	5%	3%	14% bc	8% c	5%
ALL 3 CHANGES	*	*	-	-	-	-	-	**	*	-	*	-	-	-	*	-
	*%	*%	-%	-%	-%	-%	-%	**	*%	-%	*%	-%	-%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	12	-	4	2	1	-	2	**	1	4	9	2	1	4	2	6
	1%	-%	1%	1%	*%	-%	2% a	**	*%	*%	1%	*%	*%	1%	*%	1%
DISCOUNT AND REDUCED SERVICES	1	-	*	-	-	-	-	**	*	*	1	-	-	*	*	-
	*%	-%	*%	-%	-%	-%	-%	**	*%	*%	*%	-%	-%	*%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	-	-	-	-	**	-	*	*	-	-	-	*	-
	*%	*%	-%	-%	-%	-%	-%	**	-%	*%	*%	-%	-%	-%	*%	-%
DISCOUNT ONLY	79	17	20	14	4	6	8	**	42	16	67	13	1	27	32	20
	4%	3%	4%	3%	2%	6%	8% ad	**	6% cef	2%	4% c	2%	*%	7% c	4%	2%
EXTRA SERVICES ONLY	68	17	10	19	11	-	3	**	29	19	57	12	4	19	30	19
	3%	3%	2%	4%	5% be	-%	3%	**	4%	2%	3%	2%	2%	5% c	4%	2%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
REDUCED SERVICES ONLY	8	*	-	-	1	1	2	**	6	2	8	-	-	5	3	1
	*%	*%	-%	-%	1%	*%	2%	**	1%	*%	*%	-%	-%	1%	*%	*%
							ab							c		
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2069	574	522	398	180	106	86	**	648	850	1569	494	160	338	785	940
	92%	94%	94%	92%	92%	94%	86%	**	89%	95%	92%	95%	97%	86%	92%	95%
		f	f							bd		b	b		a	ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Received a discount	92	59	33	23	27	21	20	71	14	3	**	20	41	22	32	38
	4%	5%	3%	4%	4%	5%	4%	4%	6%	2%	**	6%	4%	3%	5%	3%
Added extra or improved services	80	41	37	29	20	13	18	60	7	9	**	21	31	19	38	30
	4%	3%	4%	4%	3%	3%	4%	3%	3%	7%	**	6%	3%	3%	6%	3%
												c			b	
Reduced or downgraded services	9	4	5	5	*	3	*	9	1	-	**	1	3	3	3	*
	*%	*%	*%	1%	*%	1%	*%	*%	*%	-%	**	*%	*%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	168	96	70	53	45	38	32	129	21	11	**	36	72	41	66	65
	8%	8%	7%	8%	7%	9%	7%	7%	9%	8%	**	10% c	8%	5%	10% b	6%
ALL 3 CHANGES	*	*	-	*	-	-	-	*	-	-	**	*	-	-	*	-
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**	*%	-%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	12	8	4	3	2	-	7	10	1	1	**	5	4	2	8	3
	1%	1%	*%	*%	*%	-%	1%	1%	*%	1%	**	2%	*%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	1	*	*	*	*	-	-	1	-	-	**	*	*	-	-	-
	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	**	*%	*%	-%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	*	-	-	-	*	-	-	**	-	-	*	*	-
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**	-%	-%	*%	*%	-%
DISCOUNT ONLY	79	51	28	20	25	21	14	61	14	2	**	15	37	20	25	35
	4%	4%	3%	3%	4%	5%	3%	3%	6%	1%	**	4%	4%	3%	4%	3%
EXTRA SERVICES ONLY	68	33	33	25	18	13	12	50	6	8	**	15	28	16	30	27
	3%	3%	3%	4%	3%	3%	2%	3%	3%	6%	**	4%	3%	2%	4%	2%
REDUCED SERVICES ONLY	8	3	4	4	*	3	*	7	1	-	**	*	3	3	3	*
	*%	*%	*%	1%	*%	1%	*%	*%	*%	-%	**	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2069	1126	924	600	588	399	463	1671	207	125	**	306	862	713	606	1112
	92%	92%	93%	92%	93%	91%	93%	93%	91%	92%	**	90%	92%	95% a	90%	94% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Discussed deals or offers with any other provider	217	38	180	58	159	163	54	59	32	63	82	15	25	34
	10%	12%	9%	11%	9%	13%	6%	23%	17%	8%	10%	10%	9%	12%
						b		ab	b					
Looked at deals or offers from any other provider	599	84	515	119	479	419	180	98	68	198	226	42	63	75
	27%	27%	27%	22%	28%	33%	19%	39%	36%	26%	28%	28%	24%	27%
					a	b		b	b					
Talked with friends or family for recommendations about providers	328	43	284	86	242	206	122	52	39	105	132	20	34	39
	15%	14%	15%	16%	14%	16%	13%	21%	21%	14%	16%	13%	13%	14%
								b	b					
None of these	1317	160	1157	320	997	645	672	93	82	465	463	88	168	147
	59%	52%	60%	59%	59%	51%	70%	37%	44%	62%	57%	59%	63%	52%
			a			c	acd			e				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Discussed deals or offers with any other provider	217	57	56	44	16	9	15	**	88	80	179	36	12	46	99	69
	10%	9%	10%	10%	8%	8%	15%	**	12% e	9%	10%	7%	7%	12% c	12% c	7%
Looked at deals or offers from any other provider	599	130	148	145	56	38	28	**	247	218	503	95	19	137	260	200
	27%	21%	27%	33% a	29%	33% a	28%	**	34% cef	24% ef	29% cef	18%	12%	35% c	31% c	20%
Talked with friends or family for recommendations about providers	328	79	88	78	24	12	14	**	134	110	266	59	14	82	135	109
	15%	13%	16%	18%	12%	11%	15%	**	18% cef	12%	16%	11%	8%	21% c	16% c	11%
None of these	1317	396	325	217	120	63	57	**	347	566	945	369	127	172	462	680
	59%	65% c	58%	50%	61% c	56%	57%	**	48%	63% bd	55% b	71% bcd	77% bcd	44%	54% a	69% ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Discussed deals or offers with any other provider	217	140	74	81	58	41	35	178	12	16	**	37	85	73	75	97
	10%	11%	7%	12%	9%	9%	7%	10%	5%	12%	**	11%	9%	10%	11%	8%
		b		d												
Looked at deals or offers from any other provider	599	366	227	219	166	113	96	479	49	52	**	95	252	200	193	308
	27%	30%	23%	34%	26%	26%	19%	27%	21%	39%	**	28%	27%	26%	29%	26%
		b		bd	d					ab						
Talked with friends or family for recommendations about providers	328	163	158	130	79	60	54	262	36	13	**	55	112	130	106	163
	15%	13%	16%	20%	13%	14%	11%	15%	16%	9%	**	16%	12%	17%	16%	14%
				bd										b		
None of these	1317	692	615	324	384	257	341	1061	148	71	**	192	564	436	368	727
	59%	57%	62%	50%	61%	59%	69%	59%	65%	52%	**	56%	60%	58%	55%	62%
					a	a	abc									a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Yes - in the last 6 months	105	24	82	32	73	105	-	105	75	44	27	1	12	23
	5%	8%	4%	6%	4%	8%	-%	42%	40%	6%	3%	1%	5%	8%
						b		ab	ab	c				bc
Yes - 7 to 12 months ago	146	28	119	44	102	146	-	146	113	52	47	6	20	25
	7%	9%	6%	8%	6%	12%	-%	58%	60%	7%	6%	4%	8%	9%
						b		ab	ab					
Yes – 13 to 18 months ago	118	33	86	43	76	118	-	-	-	33	28	10	18	30
	5%	11%	4%	8%	4%	9%	-%	-%	-%	4%	3%	7%	7%	11%
		b		b		bcd								ab
Yes – 1.5 to 2 years ago	108	21	87	35	73	108	-	-	-	40	36	3	13	18
	5%	7%	5%	6%	4%	8%	-%	-%	-%	5%	4%	2%	5%	6%
						bcd								
Yes – 2 to 3 years ago	173	28	145	44	129	173	-	-	-	53	73	4	17	27
	8%	9%	8%	8%	8%	14%	-%	-%	-%	7%	9%	3%	7%	10%
						bcd					c			c
Yes – More than 3 years ago	622	50	572	106	515	622	-	-	-	181	265	53	82	45
	28%	16%	30%	20%	30%	49%	-%	-%	-%	24%	33%	35%	31%	16%
		a	a		a	bcd				e	ae	ae	e	
No – never changed provider	964	127	838	241	724	-	964	-	-	346	336	72	105	114
	43%	41%	43%	44%	43%	-%	100%	-%	-%	46%	41%	48%	39%	41%
						acd								

Columns Tested: a,b - a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Yes - in the last 6 months	105	27	23	9	8	7	8	**	49	35	92	14	5	26	48	32
	5%	4%	4%	2%	4%	6%	8%	**	7%	4%	5%	3%	3%	7%	6%	3%
							c		e					c		
Yes - 7 to 12 months ago	146	25	29	30	14	13	8	**	66	46	133	14	3	53	56	38
	7%	4%	5%	7%	7%	11%	9%	**	9%	5%	8%	3%	2%	14%	7%	4%
						a			cef		ef			bc	c	
Yes – 13 to 18 months ago	118	21	40	8	7	9	13	**	58	34	105	12	4	36	56	25
	5%	3%	7%	2%	3%	8%	13%	**	8%	4%	6%	2%	2%	9%	7%	3%
			ac			c	acd		ce		e			c	c	
Yes – 1.5 to 2 years ago	108	21	28	15	8	13	4	**	55	38	100	8	2	33	47	28
	5%	4%	5%	4%	4%	12%	4%	**	8%	4%	6%	2%	1%	8%	5%	3%
						abcd			cef	e	e			c	c	
Yes – 2 to 3 years ago	173	20	52	27	19	15	8	**	59	79	143	30	5	34	74	65
	8%	3%	9%	6%	10%	13%	8%	**	8%	9%	8%	6%	3%	9%	9%	7%
			a		a	a										
Yes – More than 3 years ago	622	98	181	137	72	40	31	**	135	268	410	209	57	54	217	349
	28%	16%	33%	32%	37%	35%	32%	**	19%	30%	24%	40%	34%	14%	25%	35%
			a	a	a	a	a			bd	b	bcd	bd		a	ab
No – never changed provider	964	398	204	207	67	16	27	**	305	393	729	233	89	157	356	448
	43%	65%	37%	48%	34%	14%	27%	**	42%	44%	43%	45%	54%	40%	42%	46%
		bcdef	e	bdef	e								bd			

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Yes - in the last 6 months	105	71	33	38	27	26	15	87	11	6	**	20	33	45	35	49
	5%	6% b	3%	6%	4%	6%	3%	5%	5%	4%	**	6%	4%	6%	5%	4%
Yes - 7 to 12 months ago	146	71	75	37	37	43	28	121	12	9	**	25	67	41	49	60
	7%	6%	8%	6%	6%	10%	6%	7%	5%	6%	**	7%	7%	5%	7%	5%
Yes – 13 to 18 months ago	118	58	58	41	31	22	24	85	9	19	**	21	52	34	49	45
	5%	5%	6%	6%	5%	5%	5%	5%	4%	14% ab	**	6%	6%	4%	7% b	4%
Yes – 1.5 to 2 years ago	108	53	55	33	38	17	19	77	17	7	**	20	40	38	41	55
	5%	4%	6%	5%	6%	4%	4%	4%	7%	5%	**	6%	4%	5%	6%	5%
Yes – 2 to 3 years ago	173	97	73	53	64	23	33	139	19	10	**	20	78	62	72	78
	8%	8%	7%	8%	10%	5%	7%	8%	8%	7%	**	6%	8%	8%	11% b	7%
Yes – More than 3 years ago	622	364	252	186	183	124	124	505	57	46	**	79	269	220	171	344
	28%	30%	25%	29%	29%	28%	25%	28%	25%	34%	**	23%	29%	29%	26%	29%
No – never changed provider	964	508	447	264	254	181	252	785	103	41	**	158	394	315	255	546
	43%	42%	45%	41%	40%	42%	51% abc	44% c	45% c	30%	**	46%	42%	42%	38%	46% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
		~a	b	a	b	a	~b	c	d	a	~b	~c	~d	~e
Significance Level: 99%														
Unweighted total	322	73	249	108	214	322	-	322	183	134	62	15	52	65
Effective Weighted Sample	240	47	193	76	164	240	-	240	158	118	52	11	38	42
Total	252	51	201	77	175	252	-	252	188	96	74	7	33	47
BT	55	**	43	16	39	55	**	55	43	11	**	**	**	**
	22%	**	22%	20%	22%	22%	**	22%	23%	12%	**	**	**	**
Sky	48	**	40	13	35	48	**	48	37	20	**	**	**	**
	19%	**	20%	17%	20%	19%	**	19%	20%	21%	**	**	**	**
TalkTalk	31	**	27	7	24	31	**	31	26	16	**	**	**	**
	12%	**	13%	10%	13%	12%	**	12%	14%	17%	**	**	**	**
EE	26	**	16	12	14	26	**	26	16	5	**	**	**	**
	10%	**	8%	16%	8%	10%	**	10%	9%	5%	**	**	**	**
Virgin Media	21	**	20	3	18	21	**	21	14	9	**	**	**	**
	9%	**	10%	4%	11%	9%	**	9%	7%	10%	**	**	**	**
Plusnet	16	**	13	5	10	16	**	16	14	9	**	**	**	**
	6%	**	7%	7%	6%	6%	**	6%	8%	10%	**	**	**	**
NOW/ NOW Broadband	12	**	8	6	6	12	**	12	6	3	**	**	**	**
	5%	**	4%	8%	3%	5%	**	5%	3%	3%	**	**	**	**
Vodafone	8	**	5	3	5	8	**	8	4	4	**	**	**	**
	3%	**	3%	4%	3%	3%	**	3%	2%	4%	**	**	**	**
KCOM	5	**	1	4	1	5	**	5	3	1	**	**	**	**
	2%	**	*%	5%	1%	2%	**	2%	2%	1%	**	**	**	**
John Lewis	5	**	3	3	2	5	**	5	3	3	**	**	**	**
	2%	**	2%	3%	1%	2%	**	2%	1%	3%	**	**	**	**
Shell Energy	4	**	3	1	3	4	**	4	3	3	**	**	**	**
	2%	**	1%	2%	2%	2%	**	2%	2%	3%	**	**	**	**
Post Office	4	**	4	1	3	4	**	4	3	3	**	**	**	**
	2%	**	2%	2%	2%	2%	**	2%	2%	3%	**	**	**	**
SSE	3	**	2	1	2	3	**	3	1	1	**	**	**	**
	1%	**	1%	1%	1%	1%	**	1%	1%	1%	**	**	**	**
Utility Warehouse	1	**	1	-	1	1	**	1	1	1	**	**	**	**
	*%	**	*%	-%	*%	*%	**	*%	*%	1%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	a	b	a	~b	c	d	a	~b	~c	~d	~e
Unweighted total	322	73	249	108	214	322	-	322	183	134	62	15	52	65
Effective Weighted Sample	240	47	193	76	164	240	-	240	158	118	52	11	38	42
Total	252	51	201	77	175	252	-	252	188	96	74	7	33	47
The Phone Co-op	*	**	-	*	-	*	**	*	-	-	**	**	**	**
	*%	**	-%	*%	-%	*%	**	*%	-%	-%	**	**	**	**
POP Telecom	*	**	-	*	-	*	**	*	-	-	**	**	**	**
	*%	**	-%	*%	-%	*%	**	*%	-%	-%	**	**	**	**
Other supplier	13	**	13	1	13	13	**	13	13	6	**	**	**	**
	5%	**	7%	1%	7%	5%	**	5%	7%	6%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	a	b	~c
Unweighted total	322	78	61	35	27	25	26	39	156	95	290	32	9	110	134	78
Effective Weighted Sample	240	59	43	27	24	23	21	28	107	80	214	26	6	76	99	64
Total	252	52	52	39	22	20	16	28	115	81	224	28	9	79	103	70
BT	55	**	**	**	**	**	**	**	26	**	52	**	**	17	25	**
	22%	**	**	**	**	**	**	**	23%	**	23%	**	**	21%	24%	**
Sky	48	**	**	**	**	**	**	**	21	**	44	**	**	19	17	**
	19%	**	**	**	**	**	**	**	18%	**	20%	**	**	24%	16%	**
TalkTalk	31	**	**	**	**	**	**	**	10	**	29	**	**	6	11	**
	12%	**	**	**	**	**	**	**	9%	**	13%	**	**	7%	11%	**
EE	26	**	**	**	**	**	**	**	10	**	20	**	**	8	10	**
	10%	**	**	**	**	**	**	**	8%	**	9%	**	**	11%	10%	**
Virgin Media	21	**	**	**	**	**	**	**	11	**	17	**	**	4	9	**
	9%	**	**	**	**	**	**	**	9%	**	7%	**	**	5%	9%	**
Plusnet	16	**	**	**	**	**	**	**	7	**	12	**	**	3	8	**
	6%	**	**	**	**	**	**	**	6%	**	5%	**	**	4%	7%	**
NOW/ NOW Broadband	12	**	**	**	**	**	**	**	7	**	12	**	**	7	3	**
	5%	**	**	**	**	**	**	**	6%	**	5%	**	**	8%	3%	**
Vodafone	8	**	**	**	**	**	**	**	4	**	7	**	**	2	3	**
	3%	**	**	**	**	**	**	**	3%	**	3%	**	**	3%	3%	**
KCOM	5	**	**	**	**	**	**	**	1	**	5	**	**	4	1	**
	2%	**	**	**	**	**	**	**	1%	**	2%	**	**	5%	1%	**
John Lewis	5	**	**	**	**	**	**	**	3	**	5	**	**	2	2	**
	2%	**	**	**	**	**	**	**	3%	**	2%	**	**	3%	2%	**
Shell Energy	4	**	**	**	**	**	**	**	2	**	2	**	**	*	1	**
	2%	**	**	**	**	**	**	**	1%	**	1%	**	**	*%	1%	**
Post Office	4	**	**	**	**	**	**	**	2	**	4	**	**	*	4	**
	2%	**	**	**	**	**	**	**	2%	**	2%	**	**	*%	4%	**
SSE	3	**	**	**	**	**	**	**	1	**	2	**	**	1	1	**
	1%	**	**	**	**	**	**	**	1%	**	1%	**	**	1%	1%	**
Utility Warehouse	1	**	**	**	**	**	**	**	1	**	1	**	**	-	1	**
	*%	**	**	**	**	**	**	**	1%	**	*%	**	**	-%	1%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	a	b	~c
Unweighted total	322	78	61	35	27	25	26	39	156	95	290	32	9	110	134	78
Effective Weighted Sample	240	59	43	27	24	23	21	28	107	80	214	26	6	76	99	64
Total	252	52	52	39	22	20	16	28	115	81	224	28	9	79	103	70
The Phone Co-op	*	**	**	**	**	**	**	**	*	**	*	**	**	*	-	**
	*%	**	**	**	**	**	**	**	*%	**	*%	**	**	*%	-%	**
POP Telecom	*	**	**	**	**	**	**	**	*	**	*	**	**	*	-	**
	*%	**	**	**	**	**	**	**	*%	**	*%	**	**	*%	-%	**
Other supplier	13	**	**	**	**	**	**	**	9	**	13	**	**	5	7	**
	5%	**	**	**	**	**	**	**	8%	**	6%	**	**	6%	7%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	~b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	322	188	132	120	77	64	60	267	28	16	11	60	127	107	130	125
Effective Weighted Sample	240	138	100	89	65	48	49	196	22	13	9	41	93	83	95	98
Total	252	142	108	75	64	69	43	207	23	14	7	44	100	87	84	108
BT	55	32	23	10	**	**	**	44	**	**	**	**	22	19	14	21
	22%	22%	22%	13%	**	**	**	21%	**	**	**	**	22%	22%	16%	20%
Sky	48	25	22	15	**	**	**	38	**	**	**	**	21	16	19	17
	19%	17%	20%	19%	**	**	**	18%	**	**	**	**	21%	18%	23%	16%
TalkTalk	31	26	4	11	**	**	**	22	**	**	**	**	15	7	12	17
	12%	18%	4%	15%	**	**	**	11%	**	**	**	**	15%	8%	14%	16%
EE	26	16	10	8	**	**	**	22	**	**	**	**	12	7	7	12
	10%	11%	9%	10%	**	**	**	11%	**	**	**	**	12%	9%	9%	11%
Virgin Media	21	13	9	6	**	**	**	19	**	**	**	**	6	7	6	14
	9%	9%	8%	8%	**	**	**	9%	**	**	**	**	6%	9%	8%	13%
Plusnet	16	6	10	6	**	**	**	13	**	**	**	**	5	7	5	9
	6%	4%	9%	8%	**	**	**	6%	**	**	**	**	5%	8%	6%	8%
NOW/ NOW Broadband	12	6	6	6	**	**	**	11	**	**	**	**	2	4	5	1
	5%	4%	5%	7%	**	**	**	5%	**	**	**	**	2%	4%	5%	1%
Vodafone	8	5	2	3	**	**	**	8	**	**	**	**	5	2	2	4
	3%	4%	2%	4%	**	**	**	4%	**	**	**	**	5%	2%	3%	4%
KCOM	5	3	2	2	**	**	**	5	**	**	**	**	*	4	3	-
	2%	2%	2%	3%	**	**	**	2%	**	**	**	**	*%	5%	3%	-%
John Lewis	5	2	3	4	**	**	**	4	**	**	**	**	2	1	2	1
	2%	1%	3%	5%	**	**	**	2%	**	**	**	**	2%	2%	3%	1%
Shell Energy	4	2	2	2	**	**	**	4	**	**	**	**	1	1	*	2
	2%	2%	2%	2%	**	**	**	2%	**	**	**	**	1%	2%	*%	2%
Post Office	4	1	3	1	**	**	**	4	**	**	**	**	2	2	3	1
	2%	1%	3%	1%	**	**	**	2%	**	**	**	**	2%	3%	4%	*%
SSE	3	2	1	1	**	**	**	1	**	**	**	**	1	1	1	1
	1%	1%	1%	1%	**	**	**	1%	**	**	**	**	1%	1%	2%	1%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	322	188	132	120	77	64	60	267	28	16	11	60	127	107	130	125
Effective Weighted Sample	240	138	100	89	65	48	49	196	22	13	9	41	93	83	95	98
Total	252	142	108	75	64	69	43	207	23	14	7	44	100	87	84	108
Utility Warehouse	1	-	1	-	**	**	**	1	**	**	**	**	1	-	-	1
	*%	-%	1%	-%	**	**	**	*%	**	**	**	**	1%	-%	-%	1%
The Phone Co-op	*	*	-	-	**	**	**	*	**	**	**	**	-	-	*	-
	*%	*%	-%	-%	**	**	**	*%	**	**	**	**	-%	-%	*%	-%
POP Telecom	*	-	*	-	**	**	**	*	**	**	**	**	-	-	*	-
	*%	-%	*%	-%	**	**	**	*%	**	**	**	**	-%	-%	*%	-%
Other supplier	13	5	9	2	**	**	**	10	**	**	**	**	4	7	3	7
	5%	3%	8%	3%	**	**	**	5%	**	**	**	**	4%	9%	4%	7%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	b	~c	d	e
Unweighted total	1266	175	1091	306	960	1266	-	322	183	515	332	91	191	151
Effective Weighted Sample	1047	124	930	231	818	1047	-	240	158	480	311	82	164	108
Total	1273	183	1090	305	968	1273	-	252	188	403	477	78	163	166
Yes	307	82	226	106	201	307	**	64	-	85	94	**	42	74
	24%	45%	21%	35%	21%	24%	**	26%	-%	21%	20%	**	26%	44%
		b		b		d		d						abd
No	966	101	865	199	767	966	**	188	188	318	384	**	121	92
	76%	55%	79%	65%	79%	76%	**	74%	100%	79%	80%	**	74%	56%
			a		a				ac	e	e		e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~f	~a	b	c	d	e	~f	a	b	c
Unweighted total	1266	239	294	190	142	115	85	62	424	487	973	290	72	244	497	522
Effective Weighted Sample	1047	195	250	165	124	103	70	42	335	423	797	248	59	181	416	448
Total	1273	211	352	226	129	97	73	62	422	499	982	287	76	236	497	537
Yes	307	80	64	60	21	20	**	**	145	92	268	39	**	109	121	77
	24%	38%	18%	26%	16%	20%	**	**	34%	18%	27%	14%	**	46%	24%	14%
		bde							cde		ce			bc	c	
No	966	132	288	167	108	77	**	**	277	407	714	248	**	127	376	460
	76%	62%	82%	74%	84%	80%	**	**	66%	82%	73%	86%	**	54%	76%	86%
			a		a	a				bd	b	bd			a	ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1266	706	549	433	369	193	264	1026	116	85	39	187	526	439	433	614
Effective Weighted Sample	1047	579	458	362	318	162	219	844	99	72	33	147	429	377	342	523
Total	1273	714	547	388	380	256	243	1014	126	95	38	184	540	440	417	631
Yes	307	178	127	120	86	51	49	240	29	**	**	49	130	105	133	121
	24%	25%	23%	31% bcd	23%	20%	20%	24%	23%	**	**	26%	24%	24%	32% b	19%
No	966	536	420	268	294	204	194	774	96	**	**	135	409	335	284	510
	76%	75%	77%	69%	77% a	80% a	80% a	76%	77%	**	**	74%	76%	76%	68% a	81%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	c	d	e
Unweighted total	1834	192	1642	404	1430	944	890	-	-	799	487	158	244	162
Effective Weighted Sample	1570	153	1437	326	1252	812	758	-	-	757	467	151	221	132
Total	1986	258	1727	469	1517	1021	964	-	-	652	739	143	235	233
Yes	283	54	229	77	206	181	103	**	**	99	92	18	29	48
	14%	21%	13%	16%	14%	18%	11%	**	**	15%	12%	13%	12%	20%
		b				b								
No	1578	177	1401	345	1233	777	801	**	**	522	604	115	191	160
	79%	69%	81%	74%	81%	76%	83%	**	**	80%	82%	81%	81%	69%
		a		a		a				e	e		e	
Not sure	124	27	97	46	77	63	61	**	**	32	43	9	15	25
	6%	10%	6%	10%	5%	6%	6%	**	**	5%	6%	6%	6%	11%
		b		b										a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1834	553	392	331	182	109	89	50	517	774	1341	488	141	269	682	878
Effective Weighted Sample	1570	469	348	293	157	98	78	40	449	675	1158	409	112	224	597	748
Total	1986	557	505	394	174	93	84	64	611	811	1487	492	156	314	750	915
Yes	283	70	64	70	30	14	**	**	109	101	226	56	10	68	106	108
	14%	13%	13%	18%	17%	15%	**	**	18%	12%	15%	11%	7%	22%	14%	12%
									cef		f			bc		
No	1578	455	395	304	137	78	**	**	454	666	1152	423	145	214	587	774
	79%	82%	78%	77%	79%	84%	**	**	74%	82%	77%	86%	93%	68%	78%	85%
									b	b		bd	bcd	a	ab	
Not sure	124	32	45	21	7	1	**	**	48	45	108	14	1	32	57	33
	6%	6%	9%	5%	4%	1%	**	**	8%	6%	7%	3%	1%	10%	8%	4%
			e						ef		ef			c	c	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?

Base : Those who have not changed supplier in the last year

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1834	968	847	584	520	250	462	1482	179	110	63	264	760	631	543	994
Effective Weighted Sample	1570	829	726	513	456	225	389	1268	153	94	55	222	647	552	459	857
Total	1986	1079	886	578	569	368	453	1592	205	122	66	297	833	668	588	1069
Yes	283	173	105	97	84	52	46	221	25	29	**	39	119	101	106	135
	14%	16%	12%	17%	15%	14%	10%	14%	12%	24%	**	13%	14%	15%	18%	13%
				d						ab					b	
No	1578	855	711	458	451	284	376	1276	172	76	**	239	672	524	448	888
	79%	79%	80%	79%	79%	77%	83%	80%	84%	62%	**	80%	81%	78%	76%	83%
								c	c							a
Not sure	124	51	70	23	35	32	31	96	8	16	**	20	43	44	34	46
	6%	5%	8%	4%	6%	9%	7%	6%	4%	13%	**	7%	5%	7%	6%	4%
			a			a				ab						

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Up to 6 months	115	28	87	37	78	105	9	105	75	48	27	1	15	26
	5%	9%	5%	7%	5%	8%	1%	42%	40%	6%	3%	1%	5%	9%
		b				b		ab	ab	c			c	bc
7 to 12 months	167	30	138	48	119	146	21	146	113	62	54	8	20	27
	7%	10%	7%	9%	7%	12%	2%	58%	60%	8%	7%	5%	8%	10%
						b		ab	ab					
13 to 18 months	128	33	95	47	81	118	10	-	-	40	31	10	18	30
	6%	11%	5%	9%	5%	9%	1%	-%	-%	5%	4%	7%	7%	11%
		b		b		bcd								ab
1.5 years to 2 years	144	25	118	48	96	108	36	-	-	47	50	10	17	21
	6%	8%	6%	9%	6%	8%	4%	-%	-%	6%	6%	7%	6%	8%
						bcd	cd							
More than 2 years, up to 3 years	232	33	200	60	173	173	59	-	-	68	99	9	26	32
	10%	11%	10%	11%	10%	14%	6%	-%	-%	9%	12%	6%	10%	11%
						bcd	cd							
More than 3 years, up to 5 years	279	26	253	60	219	175	104	-	-	96	108	15	34	25
	12%	8%	13%	11%	13%	14%	11%	-%	-%	13%	13%	10%	13%	9%
						cd	cd							
More than 5 years, up to 10 years	369	34	335	62	306	223	146	-	-	112	153	33	43	31
	16%	11%	17%	11%	18%	18%	15%	-%	-%	15%	19%	22%	16%	11%
		a	a		a	cd	cd				e	e		
More than 10 years	739	93	647	164	575	193	547	-	-	259	263	56	88	81
	33%	30%	34%	30%	34%	15%	57%	-%	-%	35%	32%	37%	33%	29%
						cd	acd							
Don't know/ can't remember	64	8	56	20	45	31	33	-	-	17	27	7	7	7
	3%	3%	3%	4%	3%	2%	3%	-%	-%	2%	3%	5%	2%	3%
						c	c							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Up to 6 months	115	27	23	10	10	10	8	**	54	35	101	14	5	33	49	33
	5%	4%	4%	2%	5%	8%	8%	**	7%	4%	6%	3%	3%	8%	6%	3%
7 to 12 months	167	28	33	34	21	14	8	**	79	51	152	15	4	62	63	42
	7%	5%	6%	8%	11%	12%	9%	**	11%	6%	9%	3%	2%	16%	7%	4%
13 to 18 months	128	25	40	9	8	9	14	**	63	35	114	13	4	42	58	28
	6%	4%	7%	2%	4%	8%	14%	**	9%	4%	7%	2%	3%	11%	7%	3%
1.5 years to 2 years	144	28	42	23	8	15	7	**	74	49	135	8	2	49	63	31
	6%	5%	8%	5%	4%	14%	7%	**	10%	5%	8%	2%	1%	12%	7%	3%
More than 2 years, up to 3 years	232	36	72	36	23	18	11	**	95	94	198	35	7	60	93	79
	10%	6%	13%	8%	12%	16%	11%	**	13%	11%	12%	7%	4%	15%	11%	8%
More than 3 years, up to 5 years	279	63	73	48	24	20	14	**	120	101	227	52	10	68	111	100
	12%	10%	13%	11%	12%	18%	15%	**	17%	11%	13%	10%	6%	17%	13%	10%
More than 5 years, up to 10 years	369	59	132	80	35	19	15	**	116	155	280	88	25	51	145	172
	16%	10%	24%	18%	18%	17%	15%	**	16%	17%	16%	17%	15%	13%	17%	17%
More than 10 years	739	325	128	179	63	7	14	**	107	343	457	280	100	20	246	470
	33%	53%	23%	41%	32%	6%	14%	**	15%	38%	27%	54%	61%	5%	29%	48%
Don't know/ can't remember	64	17	14	14	4	1	8	**	17	29	47	16	7	8	26	29
	3%	3%	2%	3%	2%	1%	8%	**	2%	3%	3%	3%	4%	2%	3%	3%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : Those responsible for the household's landline service

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Up to 6 months	115	75	38	41	29	27	17	94	11	7	**	20	36	52	37	53
	5%	6%	4%	6%	5%	6%	4%	5%	5%	5%	**	6%	4%	7% b	6%	5%
7 to 12 months	167	80	86	42	46	46	33	138	14	9	**	29	75	48	56	69
	7%	7%	9%	6%	7%	11%	7%	8%	6%	6%	**	8%	8%	6%	8%	6%
13 to 18 months	128	63	64	43	35	24	26	94	11	19	**	21	57	37	51	51
	6%	5%	6%	7%	5%	5%	5%	5%	5%	14% ab	**	6%	6%	5%	8% b	4%
1.5 years to 2 years	144	74	69	40	46	28	30	106	21	9	**	26	55	52	56	70
	6%	6%	7%	6%	7%	6%	6%	6%	9%	6%	**	8%	6%	7%	8%	6%
More than 2 years, up to 3 years	232	136	92	64	86	37	46	188	28	12	**	31	107	80	85	110
	10%	11%	9%	10%	14%	9%	9%	10%	12%	9%	**	9%	11%	11%	13%	9%
More than 3 years, up to 5 years	279	143	134	77	86	59	54	225	20	21	**	46	112	93	69	154
	12%	12%	14%	12%	14%	14%	11%	13%	9%	15%	**	13%	12%	12%	10%	13%
More than 5 years, up to 10 years	369	214	150	105	113	69	79	290	41	27	**	61	163	113	90	219
	16%	18%	15%	16%	18%	16%	16%	16%	18%	20%	**	18%	17%	15%	13%	19% a
More than 10 years	739	405	327	223	177	137	193	607	81	30	**	98	302	259	210	429
	33%	33%	33%	34%	28%	31%	39% b	34% c	35% c	22%	**	29%	32%	34%	31%	36%
Don't know/ can't remember	64	31	33	19	16	10	19	58	-	3	**	9	28	22	17	21
	3%	3%	3%	3%	2%	2%	4%	3% b	-%	3%	**	3%	3%	3%	3%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	481	51	430	114	367	347	134	-	-	214	136	28	62	44
Effective Weighted Sample	408	40	372	93	317	297	112	-	-	203	130	27	56	36
Total	533	69	464	140	393	373	159	-	-	173	214	25	61	63
This is my first contract with them	129	**	101	49	79	86	43	**	**	35	49	**	**	**
	24%	**	22%	35%	20%	23%	27%	**	**	20%	23%	**	**	**
				b										
I have renewed my contract with them	374	**	338	76	299	266	109	**	**	132	152	**	**	**
	70%	**	73%	54%	76%	71%	68%	**	**	77%	71%	**	**	**
				a										
Not sure	30	**	25	15	15	22	8	**	**	5	13	**	**	**
	6%	**	5%	11%	4%	6%	5%	**	**	3%	6%	**	**	**
				b										

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~f	~a	b	c	d	~e	~f	a	b	c
Unweighted total	481	99	121	66	57	49	29	20	196	191	407	74	18	129	187	165
Effective Weighted Sample	408	83	107	58	49	43	27	17	167	166	347	61	14	108	161	140
Total	533	110	157	82	52	44	25	25	236	196	457	76	17	152	206	175
This is my first contract with them	129	**	32	**	**	**	**	**	53	43	114	**	**	50	46	32
	24%	**	20%	**	**	**	**	**	22%	22%	25%	**	**	33%	22%	19%
														c		
I have renewed my contract with them	374	**	116	**	**	**	**	**	171	141	317	**	**	96	146	132
	70%	**	74%	**	**	**	**	**	72%	72%	69%	**	**	63%	71%	75%
Not sure	30	**	9	**	**	**	**	**	13	12	25	**	**	6	14	11
	6%	**	6%	**	**	**	**	**	5%	6%	6%	**	**	4%	7%	6%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	481	245	232	147	153	69	110	383	47	32	19	77	202	162	155	249
Effective Weighted Sample	408	206	199	131	132	61	92	325	39	28	17	63	172	141	131	212
Total	533	277	250	146	176	103	105	426	52	34	20	88	227	172	172	277
This is my first contract with them	129	55	72	32	39	**	31	104	**	**	**	**	57	37	52	57
	24%	20%	29%	22%	22%	**	30%	24%	**	**	**	**	25%	21%	30%	21%
I have renewed my contract with them	374	207	164	107	121	**	68	302	**	**	**	**	159	129	116	203
	70%	75%	65%	73%	69%	**	64%	71%	**	**	**	**	70%	75%	67%	73%
Not sure	30	15	15	6	15	**	6	21	**	**	**	**	11	6	5	17
	6%	5%	6%	4%	9%	**	6%	5%	**	**	**	**	5%	4%	3%	6%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Yes	846	140	705	223	623	518	328	117	71	265	280	59	118	128
	38%	45%	37%	41%	37%	41%	34%	47%	38%	35%	34%	40%	44%	46%
		b				b		b					ab	ab
No	1392	169	1223	323	1069	755	637	134	117	483	533	91	149	152
	62%	55%	63%	59%	63%	59%	66%	53%	62%	65%	66%	60%	56%	54%
			a				ac			de	de			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Yes	846	232	209	158	80	43	44	**	293	298	639	203	48	175	326	341
	38%	38%	38%	37%	41%	38%	44%	**	40% cf	33%	37%	39%	29%	44% c	38%	35%
No	1392	377	347	275	116	69	56	**	433	594	1072	317	117	218	527	644
	62%	62%	62%	63%	59%	62%	56%	**	60%	67% b	63%	61%	71% b	56%	62%	65% a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Yes	846	487	350	299	234	151	156	660	96	61	**	119	358	298	275	428
	38%	40%	35%	46% bcd	37%	35%	31%	37%	42%	45%	**	35%	38%	39%	41%	36%
No	1392	735	644	354	399	286	340	1140	133	75	**	222	576	457	397	750
	62%	60%	65%	54%	63% a	65% a	69% a	63%	58%	55%	**	65%	62%	61%	59%	64%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted total	856	134	722	224	632	555	301	180	73	334	198	75	140	115
Effective Weighted Sample	694	90	612	161	537	438	256	129	63	310	183	69	116	79
Total	846	140	705	223	623	518	328	117	71	265	280	59	118	128
Looked into deals with my existing provider at that time	362 43%	43 30%	319 45% a	71 32%	291 47% a	217 42%	146 44%	54 46%	** **	115 43%	130 47% e	** **	53 45%	38 30%
Looked into deals with alternative provider/s	263 31%	38 27%	225 32%	60 27%	203 33%	202 39% b	62 19%	50 43% b	** **	89 34%	90 32%	** **	33 28%	33 25%
Contacted my existing provider at that time	236 28%	31 22%	205 29%	49 22%	187 30%	160 31%	76 23%	38 32%	** **	74 28%	84 30%	** **	34 28%	28 22%
Signed up for a contract with my existing provider at that time	217 26%	23 17%	193 27% a	44 20%	173 28%	130 25% c	86 26% c	14 12%	** **	80 30% e	74 26%	** **	28 24%	20 15%
Contacted alternative provider/s	89 11%	21 15%	69 10%	28 13%	61 10%	72 14% b	17 5%	22 19% b	** **	21 8%	25 9%	** **	19 16%	19 15%
Signed up for a contract with an alternative provider	62 7%	20 14% b	42 6%	26 12% b	36 6%	56 11% b	5 2%	25 21% ab	** **	15 6%	19 7%	** **	9 7%	19 14% a
Something else	16 2%	5 4%	11 2%	6 3%	10 2%	11 2%	5 1%	3 2%	** **	3 1%	3 1%	** **	4 3%	5 4%
I did not take any action	169 20%	30 21%	139 20%	50 22%	119 19%	83 16%	86 26% ac	12 10%	** **	62 23%	52 18%	** **	19 16%	28 22%
Can't remember	48 6%	9 6%	39 6%	17 7%	31 5%	29 6%	19 6%	9 8%	** **	13 5%	15 5%	** **	10 8%	9 7%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	~d	~e	~f	~a	b	c	d	e	~f	a	b	c
Unweighted total	856	250	182	137	88	52	50	53	296	301	650	203	42	184	331	338
Effective Weighted Sample	694	196	151	118	78	47	39	36	227	257	518	173	34	133	268	291
Total	846	232	209	158	80	43	44	49	293	298	639	203	48	175	326	341
Looked into deals with my existing provider at that time	362 43%	101 43%	93 45%	72 46%	** **	** **	** **	** **	113 39%	148 50% b	271 42%	90 44%	** **	52 30%	152 46% a	157 46% a
Looked into deals with alternative provider/s	263 31%	55 24%	63 30%	46 29%	** **	** **	** **	** **	105 36%	90 30%	210 33%	53 26%	** **	54 31%	119 36% c	89 26%
Contacted my existing provider at that time	236 28%	58 25%	64 31%	52 33%	** **	** **	** **	** **	92 31%	80 27%	183 29%	52 26%	** **	44 25%	106 32%	85 25%
Signed up for a contract with my existing provider at that time	217 26%	70 30%	45 22%	35 22%	** **	** **	** **	** **	59 20%	77 26%	143 22%	71 35% bd	** **	32 18%	74 23%	109 32% ab
Contacted alternative provider/s	89 11%	19 8%	23 11%	23 14%	** **	** **	** **	** **	39 13%	23 8%	74 12%	15 7%	** **	25 14% c	42 13% c	21 6%
Signed up for a contract with an alternative provider	62 7%	12 5%	21 10% c	3 2%	** **	** **	** **	** **	33 11% ce	13 4%	55 9% e	5 3%	** **	21 12% c	31 9% c	9 3%
Something else	16 2%	6 3%	- -%	5 3%	** **	** **	** **	** **	7 2%	4 1%	11 2%	5 3%	** **	4 2%	4 1%	7 2%
I did not take any action	169 20%	59 26%	42 20%	28 18%	** **	** **	** **	** **	53 18%	63 21%	120 19%	48 24%	** **	34 20%	56 17%	78 23%
Can't remember	48 6%	14 6%	9 4%	9 6%	** **	** **	** **	** **	21 7%	9 3%	37 6%	10 5%	** **	14 8%	19 6%	15 4%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	856	495	352	334	228	122	166	684	86	54	32	124	346	310	289	429
Effective Weighted Sample	694	396	290	269	195	101	131	551	73	44	27	93	277	262	219	365
Total	846	487	350	299	234	151	156	660	96	61	29	119	358	298	275	428
Looked into deals with my existing provider at that time	362	216	143	131	98	65	66	287	**	**	**	48	161	131	114	196
	43%	44%	41%	44%	42%	43%	43%	43%	**	**	**	41%	45%	44%	42%	46%
Looked into deals with alternative provider/s	263	150	109	98	71	61	32	214	**	**	**	31	108	96	70	150
	31%	31%	31%	33% d	31%	41% d	20%	32%	**	**	**	26%	30%	32%	26%	35% a
Contacted my existing provider at that time	236	128	106	90	61	45	39	186	**	**	**	31	101	87	88	119
	28%	26%	30%	30%	26%	30%	25%	28%	**	**	**	26%	28%	29%	32%	28%
Signed up for a contract with my existing provider at that time	217	138	76	82	56	42	36	164	**	**	**	22	100	77	78	112
	26%	28%	22%	27%	24%	28%	23%	25%	**	**	**	18%	28%	26%	29%	26%
Contacted alternative provider/s	89	52	36	35	19	21	14	73	**	**	**	14	42	24	45	26
	11%	11%	10%	12%	8%	14%	9%	11%	**	**	**	11%	12%	8%	16% b	6%
Signed up for a contract with an alternative provider	62	32	28	32	11	11	7	45	**	**	**	11	23	21	23	24
	7%	7%	8%	11% b	5%	7%	5%	7%	**	**	**	9%	6%	7%	8%	6%
Something else	16	5	11	7	8	-	1	14	**	**	**	4	3	7	5	8
	2%	1%	3%	2%	3%	-%	*%	2%	**	**	**	4%	1%	2%	2%	2%
I did not take any action	169	98	71	68	46	19	34	133	**	**	**	22	70	66	43	99
	20%	20%	20%	23%	20%	13%	22%	20%	**	**	**	18%	20%	22%	16%	23%
Can't remember	48	27	21	6	20	9	12	34	**	**	**	12	11	19	14	19
	6%	6%	6%	2%	9% a	6%	8% a	5%	**	**	**	10% b	3%	6%	5%	4%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Agree strongly	464	73	391	124	340	248	216	56	27	136	160	37	65	68
	21%	24%	20%	23%	20%	19%	22%	22%	14%	18%	20%	25%	24%	24%
Agree slightly	730	103	627	190	540	421	309	72	52	246	266	44	91	93
	33%	33%	33%	35%	32%	33%	32%	28%	28%	33%	33%	29%	34%	33%
Disagree slightly	438	55	383	93	345	258	180	52	43	150	174	32	37	51
	20%	18%	20%	17%	20%	20%	19%	21%	23%	20%	21% d	21%	14%	18%
Disagree strongly	282	30	252	49	232	186	96	49	42	105	103	21	32	24
	13%	10%	13%	9%	14% a	15% b	10%	20% b	22% ab	14%	13%	14%	12%	8%
Don't know	323	48	275	89	234	160	163	23	23	111	110	16	44	44
	14%	15%	14%	16%	14%	13%	17% ac	9%	12%	15%	13%	11%	16%	16%
TOTAL AGREE	1194	176	1018	314	880	669	525	127	79	382	426	81	155	162
	53%	57%	53%	58%	52%	53% d	54% d	50%	42%	51%	52%	54%	58%	58%
TOTAL DISAGREE	720	86	634	142	578	444	276	102	85	255	277	53	69	74
	32%	28%	33%	26%	34% a	35% b	29%	40% b	45% ab	34% d	34%	35%	26%	27%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Agree strongly	464	134	111	83	43	14	23	**	131	169	320	144	50	79	147	238
	21%	22%	20%	19%	22%	13%	23%	**	18%	19%	19%	28%	31%	20%	17%	24%
Agree slightly	730	196	186	138	68	40	32	**	249	288	574	156	43	140	277	312
	33%	32%	33%	32%	35%	35%	32%	**	34%	32%	34%	30%	26%	36%	33%	32%
Disagree slightly	438	104	118	90	35	30	16	**	172	176	369	69	12	88	196	154
	20%	17%	21%	21%	18%	27%	16%	**	24%	20%	22%	13%	7%	22%	23%	16%
Disagree strongly	282	57	78	64	25	19	11	**	94	119	225	53	8	56	111	110
	13%	9%	14%	15%	13%	16%	11%	**	13%	13%	13%	10%	5%	14%	13%	11%
Don't know	323	117	63	60	24	10	18	**	81	140	224	99	50	30	122	171
	14%	19%	11%	14%	12%	9%	18%	**	11%	16%	13%	19%	31%	8%	14%	17%
TOTAL AGREE	1194	331	297	220	112	54	55	**	380	457	893	300	94	219	424	550
	53%	54%	53%	51%	57%	48%	55%	**	52%	51%	52%	58%	57%	56%	50%	56%
TOTAL DISAGREE	720	161	196	154	60	49	27	**	266	295	593	121	21	144	307	264
	32%	26%	35%	35%	31%	43%	27%	**	37%	33%	35%	23%	13%	37%	36%	27%
			a	a		af			ef	ef	ef	f		c	c	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Agree strongly	464	288	172	127	113	105	116	358	60	32	**	59	219	144	153	226
	21%	24%	17%	19%	18%	24%	23%	20%	26%	24%	**	17%	23%	19%	23%	19%
		b														
Agree slightly	730	422	300	223	200	141	159	586	71	47	**	135	316	224	219	386
	33%	35%	30%	34%	32%	32%	32%	33%	31%	34%	**	39%	34%	30%	33%	33%
		c														
Disagree slightly	438	217	221	140	138	84	76	357	49	21	**	77	158	168	121	244
	20%	18%	22%	21%	22%	19%	15%	20%	22%	16%	**	22%	17%	22%	18%	21%
			a	d	d									b		
Disagree strongly	282	153	123	80	97	49	53	222	24	21	**	32	120	101	67	164
	13%	12%	12%	12%	15%	11%	11%	12%	10%	15%	**	9%	13%	13%	10%	14%
Don't know	323	142	178	83	85	59	91	277	24	15	**	40	120	117	112	157
	14%	12%	18%	13%	13%	13%	18%	15%	11%	11%	**	12%	13%	16%	17%	13%
			a				a									
TOTAL AGREE	1194	710	472	350	313	246	276	943	131	79	**	193	535	368	372	612
	53%	58%	48%	54%	49%	56%	56%	52%	57%	58%	**	57%	57%	49%	55%	52%
		b											c			
TOTAL DISAGREE	720	369	343	220	235	133	129	579	73	42	**	109	279	269	188	408
	32%	30%	35%	34%	37%	30%	26%	32%	32%	31%	**	32%	30%	36%	28%	35%
				d	d											a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Agree strongly	389	83	306	146	243	223	166	52	32	118	123	25	45	79
	17%	27%	16%	27%	14%	18%	17%	21%	17%	16%	15%	17%	17%	28%
		b		b										abcd
Agree slightly	774	132	642	219	555	466	308	105	77	295	219	37	114	117
	35%	43%	33%	40%	33%	37%	32%	42%	41%	39%	27%	25%	43%	42%
		b		b				b		bc			bc	bc
Disagree slightly	626	42	583	91	534	348	277	57	48	211	278	46	64	36
	28%	14%	30%	17%	32%	27%	29%	23%	26%	28%	34%	30%	24%	13%
			a		a					e	de	e	e	
Disagree strongly	295	26	270	44	251	169	127	31	25	76	140	33	24	23
	13%	8%	14%	8%	15%	13%	13%	12%	13%	10%	17%	22%	9%	8%
				a	a						ade	ade		
Don't know	154	27	127	46	108	67	87	6	6	49	53	9	20	26
	7%	9%	7%	8%	6%	5%	9%	3%	3%	7%	7%	6%	8%	9%
							acd							
TOTAL AGREE	1162	215	948	364	798	689	473	157	109	413	342	62	160	195
	52%	69%	49%	67%	47%	54%	49%	62%	58%	55%	42%	41%	60%	70%
		b		b				ab		bc			bc	abc
TOTAL DISAGREE	921	68	853	135	786	517	404	88	73	286	418	79	88	59
	41%	22%	44%	25%	46%	41%	42%	35%	39%	38%	51%	52%	33%	21%
			a		a					e	ade	ade	e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Agree strongly	389	107	95	53	42	19	21	**	130	137	288	101	38	88	124	177
	17%	18%	17%	12%	21% c	17%	22%	**	18%	15%	17%	19%	23%	22% b	15%	18%
Agree slightly	774	227	150	114	74	58	47	**	242	306	584	189	64	146	274	354
	35%	37% bc	27%	26%	38% bc	51% abc	48% bc	**	33%	34%	34%	36%	39%	37%	32%	36%
Disagree slightly	626	155	186	143	59	24	15	**	226	259	507	117	22	102	274	249
	28%	25% aef	33% f	33% f	30% f	21%	15%	**	31% ef	29% ef	30% ef	23%	14%	26% c	32% c	25%
Disagree strongly	295	64	100	90	10	6	8	**	84	131	224	66	11	36	126	128
	13%	10% adef	18% adef	21% adef	5%	5%	8%	**	12% f	15% f	13%	13%	6%	9% a	15% a	13%
Don't know	154	56	26	33	12	6	9	**	44	60	108	46	30	21	55	77
	7%	9% b	5%	8%	6%	5%	9%	**	6%	7%	6%	9%	18% bcde	5%	6%	8%
TOTAL AGREE	1162	334	245	168	116	77	69	**	372	442	872	291	102	234	398	531
	52%	55% bc	44%	39%	59% bc	68% abc	69% abc	**	51%	50%	51%	56%	62% c	60% b	47% b	54% b
TOTAL DISAGREE	921	219	286	233	68	30	22	**	311	390	731	184	33	138	400	377
	41%	36% f	51% adef	54% adef	35%	27%	22%	**	43% ef	44% ef	43% ef	35% f	20%	35%	47% ac	38%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Agree strongly	389	234	153	116	97	76	95	300	52	26	**	44	185	121	136	177
	17%	19%	15%	18%	15%	17%	19%	17%	23%	19%	**	13%	20% a	16%	20% b	15%
Agree slightly	774	430	339	236	197	169	167	616	77	51	**	126	334	252	217	429
	35%	35%	34%	36%	31%	39%	34%	34%	34%	38%	**	37%	36%	33%	32%	36%
Disagree slightly	626	335	286	180	206	107	130	504	63	34	**	102	249	223	181	347
	28%	27%	29%	28%	32%	24%	26%	28%	28%	25%	**	30%	27%	30%	27%	29%
Disagree strongly	295	146	141	97	85	56	54	252	22	16	**	47	115	108	84	162
	13%	12%	14%	15%	13%	13%	11%	14%	10%	12%	**	14%	12%	14%	12%	14%
Don't know	154	76	74	23	48	29	50	127	14	9	**	23	51	51	53	62
	7%	6%	7%	4%	8% a	7%	10% a	7%	6%	7%	**	7%	5%	7%	8%	5%
TOTAL AGREE	1162	664	492	352	294	245	263	917	129	77	**	170	519	373	353	606
	52%	54%	50%	54% b	46%	56% b	53%	51%	56%	56%	**	50%	56%	49%	53%	51%
TOTAL DISAGREE	921	481	427	277	290	163	184	756	85	50	**	149	364	331	265	508
	41%	39%	43%	42%	46% d	37%	37%	42%	37%	37%	**	44%	39%	44%	40%	43%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Agree strongly	468	80	387	137	331	254	213	61	39	134	169	33	60	74
	21%	26%	20%	25% b	20%	20%	22%	24%	21%	18%	21%	22%	22%	26% a
Agree slightly	784	129	655	205	579	421	363	79	57	255	265	55	103	117
	35%	42%	34%	38%	34%	33%	38%	31%	31%	34%	33%	37%	39%	42%
Disagree slightly	537	44	493	99	438	337	200	64	53	199	209	32	63	38
	24%	14%	26% a	18%	26% a	26% b	21%	25%	28%	27% e	26% e	21%	24% e	14%
Disagree strongly	294	34	259	61	232	178	116	36	29	109	114	22	20	31
	13%	11%	13%	11%	14%	14%	12%	14%	16%	15% d	14% d	15%	7%	11%
Don't know	155	22	134	43	112	83	73	11	9	52	56	8	21	20
	7%	7%	7%	8%	7%	7%	8%	4%	5%	7%	7%	5%	8%	7%
TOTAL AGREE	1252	210	1042	342	910	675	576	141	96	389	434	88	163	191
	56%	68% b	54%	63% b	54%	53%	60% a	56%	51%	52%	53%	59%	61% a	68% ab
TOTAL DISAGREE	831	78	752	160	671	515	315	101	82	307	323	54	83	69
	37%	25%	39% a	29%	40% a	40% b	33%	40%	44% b	41% de	40% e	36%	31%	25%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Agree strongly	468	151	120	67	38	12	24	**	118	184	329	137	54	77	150	239
	21%	25% ce	22% e	16%	20%	11%	24% e	**	16%	21%	19%	26% bd	33% bcd	20%	18%	24% b
Agree slightly	784	240	178	149	71	38	29	**	265	292	580	202	69	136	290	357
	35%	39%	32%	34%	36%	34%	29%	**	36%	33%	34%	39%	42%	35%	34%	36%
Disagree slightly	537	116	146	114	49	35	24	**	190	238	448	87	19	94	235	206
	24%	19%	26% a	26% a	25%	31% a	24%	**	26% ef	27% ef	26% ef	17%	11%	24%	28% c	21%
Disagree strongly	294	58	77	74	21	18	14	**	99	116	232	60	8	63	110	120
	13%	10%	14%	17% a	11%	16%	14%	**	14% f	13% f	14% f	12%	5%	16%	13%	12%
Don't know	155	44	34	29	16	9	9	**	54	62	122	33	14	23	69	64
	7%	7%	6%	7%	8%	8%	9%	**	7%	7%	7%	6%	9%	6%	8%	6%
TOTAL AGREE	1252	391	299	216	109	50	53	**	383	476	909	339	124	213	440	596
	56%	64% bce	54%	50%	56%	45%	53%	**	53%	53%	53%	65% bcd	75% bcd	54%	52%	60% b
TOTAL DISAGREE	831	174	223	188	71	53	38	**	289	354	680	148	27	157	345	326
	37%	29%	40% a	43% a	36%	47% a	38%	**	40% ef	40% ef	40% ef	28% f	16%	40%	40% c	33%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Agree strongly	468	267	197	121	104	113	124	371	56	26	**	61	219	149	174	217
	21%	22%	20%	19%	16%	26% ab	25% ab	21%	24%	19%	**	18%	23%	20%	26% b	18%
Agree slightly	784	441	336	241	201	153	183	637	83	38	**	132	338	240	211	436
	35%	36%	34%	37%	32%	35%	37%	35%	36%	28%	**	39%	36%	32%	31%	37%
Disagree slightly	537	285	246	168	185	93	87	432	52	35	**	67	215	210	145	303
	24%	23%	25%	26% d	29% d	21%	18%	24%	23%	26%	**	20%	23%	28% a	22%	26%
Disagree strongly	294	144	147	91	93	49	57	237	22	24	**	51	107	102	83	163
	13%	12%	15%	14%	15%	11%	12%	13%	9%	18%	**	15%	11%	14%	12%	14%
Don't know	155	84	68	31	49	28	44	122	17	12	**	30	55	53	58	58
	7%	7%	7%	5%	8%	6%	9% a	7%	7%	9%	**	9%	6%	7%	9% b	5%
TOTAL AGREE	1252	708	533	363	306	266	308	1008	138	64	**	194	557	389	385	653
	56%	58%	54%	56% b	48%	61% b	62% b	56%	61%	47%	**	57%	60% c	52%	57%	55%
TOTAL DISAGREE	831	430	393	259	278	143	144	669	74	59	**	118	321	313	228	466
	37%	35%	40%	40% d	44% cd	33%	29%	37%	32%	44%	**	34%	34%	41% b	34%	40%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Agree strongly	350	61	289	85	265	202	148	49	30	94	134	28	39	60
	16%	20%	15%	16%	16%	16%	15%	20%	16%	13%	16%	18%	15%	21% a
Agree slightly	659	90	569	171	488	361	298	64	41	198	284	38	71	77
	29%	29%	30%	31%	29%	28%	31%	26%	22%	26%	35% a	26%	27%	27%
Disagree slightly	573	66	507	125	448	326	247	61	52	211	190	43	71	61
	26%	21%	26%	23%	26%	26%	26%	24%	28%	28%	23%	28%	27%	22%
Disagree strongly	485	56	430	101	384	310	176	70	57	189	158	30	63	49
	22%	18%	22%	19%	23%	24% b	18%	28% b	31% b	25%	19%	20%	24%	18%
Don't know	170	37	132	63	106	74	95	7	7	56	47	12	23	34
	8%	12% b	7%	12% b	6%	6%	10% acd	3%	4%	8%	6%	8%	9%	12% b
TOTAL AGREE	1010	151	859	256	753	563	447	114	71	292	418	66	110	136
	45%	49%	45%	47%	45%	44%	46%	45%	38%	39%	51% ad	44%	41%	49% a
TOTAL DISAGREE	1058	121	937	226	832	636	422	131	109	400	348	72	135	110
	47%	39%	49% a	41%	49% a	50% b	44%	52%	58% b	53% be	43%	48%	50%	39%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Agree strongly	350	86	111	75	26	8	22	**	146	107	278	72	24	85	142	124
	16%	14%	20% ae	17% e	13%	7%	22% e	**	20% ce	12%	16% c	14%	15%	22% c	17%	13%
Agree slightly	659	172	180	133	58	29	22	**	252	272	548	111	38	116	290	252
	29%	28%	32%	31%	30%	26%	22%	**	35% ef	30% e	32% e	21%	23%	30%	34% c	26%
Disagree slightly	573	161	141	106	51	37	21	**	147	251	421	151	43	84	211	276
	26%	26%	25%	24%	26%	33%	21%	**	20%	28% b	25%	29% b	26%	21%	25%	28%
Disagree strongly	485	135	95	88	43	29	25	**	131	206	351	134	33	80	159	245
	22%	22%	17%	20%	22%	25%	25%	**	18%	23%	20%	26% b	20%	20%	19%	25% b
Don't know	170	56	29	32	18	10	9	**	51	56	114	53	27	28	51	87
	8%	9%	5%	7%	9%	9%	9%	**	7%	6%	7%	10% cd	16% bcd	7%	6%	9%
TOTAL AGREE	1010	258	291	207	84	37	45	**	398	379	826	183	62	201	432	376
	45%	42%	52% ae	48% e	43%	33%	45%	**	55% cdef	42% e	48% ce	35%	37%	51% c	51% c	38%
TOTAL DISAGREE	1058	296	236	194	94	66	46	**	278	457	772	284	76	164	370	522
	47%	49%	42%	45%	48%	59% bc	46%	**	38%	51% bd	45% b	55% bd	46%	42%	43%	53% ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Agree strongly	350	183	166	99	83	87	77	283	36	23	**	71	159	94	117	160
	16%	15%	17%	15%	13%	20%	15%	16%	16%	17%	**	21%	17%	12%	17%	14%
						b						c	c			
Agree slightly	659	381	275	212	188	135	123	530	67	32	**	103	263	239	183	350
	29%	31%	28%	32%	30%	31%	25%	29%	29%	23%	**	30%	28%	32%	27%	30%
				d												
Disagree slightly	573	317	253	172	181	96	120	456	61	34	**	83	260	182	159	345
	26%	26%	26%	26%	29%	22%	24%	25%	27%	25%	**	24%	28%	24%	24%	29%
															a	
Disagree strongly	485	266	212	140	131	92	117	393	50	35	**	57	198	189	155	261
	22%	22%	21%	21%	21%	21%	24%	22%	22%	26%	**	17%	21%	25%	23%	22%
														a		
Don't know	170	75	88	30	50	27	59	138	14	12	**	29	54	51	58	61
	8%	6%	9%	5%	8%	6%	12%	8%	6%	9%	**	8%	6%	7%	9%	5%
							ac								b	
TOTAL AGREE	1010	564	441	311	271	222	200	813	103	55	**	174	422	333	300	510
	45%	46%	44%	48%	43%	51%	40%	45%	45%	40%	**	51%	45%	44%	45%	43%
						d										
TOTAL DISAGREE	1058	583	465	312	312	188	236	849	111	69	**	139	458	371	314	606
	47%	48%	47%	48%	49%	43%	48%	47%	49%	51%	**	41%	49%	49%	47%	51%
													a			

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	933	549	173	296	227
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	874	518	161	258	169
Total	2237	309	1928	545	1692	1273	964	252	188	749	813	150	268	280
Very confident	402	71	331	109	293	240	162	76	51	114	129	30	65	67
	18%	23%	17%	20%	17%	19%	17%	30% ab	27% ab	15%	16%	20%	24% ab	24% ab
Fairly confident	1015	142	873	252	763	608	407	127	97	357	353	62	123	131
	45%	46%	45%	46%	45%	48%	42%	51%	52%	48%	43%	41%	46%	47%
Not very confident	481	51	431	102	380	252	230	30	24	162	195	33	58	40
	22%	16%	22%	19%	22%	20% c	24% cd	12%	13%	22%	24% e	22%	21%	14%
Not at all confident	211	24	187	43	168	119	92	14	11	77	88	16	10	22
	9%	8%	10%	8%	10%	9%	10%	5%	6%	10% d	11% d	11% d	4%	8%
Don't know	128	22	106	40	88	54	74	5	5	39	48	9	12	21
	6%	7%	5%	7%	5%	4%	8% ac	2%	2%	5%	6%	6%	4%	8%
TOTAL CONFIDENT	1417	213	1204	361	1056	849	569	204	148	472	482	91	188	197
	63%	69%	62%	66%	62%	67% b	59%	81% ab	79% ab	63%	59%	61%	70% b	70% b
TOTAL NOT CONFIDENT	692	74	618	144	548	371	322	43	35	238	283	49	68	62
	31%	24%	32% a	26%	32%	29% cd	33% cd	17%	19%	32% e	35% de	33%	25%	22%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	631	453	366	209	134	115	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	525	390	320	180	121	97	65	552	753	1365	435	119	295	694	812
Total	2237	609	556	433	196	113	100	92	726	892	1711	520	165	393	853	985
Very confident	402	105	86	68	38	23	27	**	117	145	293	107	39	79	135	185
	18%	17%	15%	16%	19%	20%	28% abc	**	16%	16%	17%	21%	24%	20%	16%	19%
Fairly confident	1015	266	265	166	103	55	42	**	335	410	789	226	62	190	371	455
	45%	44%	48% c	38%	53% c	49%	43%	**	46%	46%	46%	44%	38%	48%	43%	46%
Not very confident	481	146	130	109	23	21	18	**	171	200	381	100	34	78	210	194
	22%	24% d	23% d	25% d	12%	19%	18%	**	24%	22%	22%	19%	20%	20%	25%	20%
Not at all confident	211	52	49	65	19	8	7	**	64	94	162	46	11	33	86	89
	9%	9%	9%	15% ab	10%	7%	7%	**	9%	10%	9%	9%	7%	8%	10%	9%
Don't know	128	40	26	25	14	6	5	**	40	43	86	41	18	14	51	62
	6%	7%	5%	6%	7%	5%	5%	**	6%	5%	5%	8%	11% cd	4%	6%	6%
TOTAL CONFIDENT	1417	371	350	234	141	78	70	**	452	555	1082	333	102	269	506	640
	63%	61%	63% c	54%	72% ac	69% c	70% c	**	62%	62%	63%	64%	62%	68% b	59%	65%
TOTAL NOT CONFIDENT	692	198	180	174	42	29	24	**	235	294	543	146	45	110	296	283
	31%	32% d	32% d	40% def	21%	26%	24%	**	32%	33%	32%	28%	27%	28%	35% c	29%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
Very confident	402	239	159	113	99	84	101	324	44	23	**	68	172	134	149	180
	18%	20%	16%	17%	16%	19%	20%	18%	19%	17%	**	20%	18%	18%	22% b	15%
Fairly confident	1015	568	438	302	279	189	242	815	98	60	**	159	443	318	299	536
	45%	46%	44%	46%	44%	43%	49%	45%	43%	44%	**	46%	47%	42%	44%	46%
Not very confident	481	245	233	144	160	100	73	380	57	32	**	73	191	176	131	283
	22%	20%	23%	22% d	25% d	23% d	15%	21%	25%	23%	**	21%	20%	23%	20%	24%
Not at all confident	211	100	107	70	58	40	41	179	15	12	**	24	86	81	53	119
	9%	8%	11%	11%	9%	9%	8%	10%	7%	9%	**	7%	9%	11%	8%	10%
Don't know	128	69	56	23	38	24	39	101	14	10	**	17	42	47	40	59
	6%	6%	6%	4%	6%	5%	8% a	6%	6%	7%	**	5%	4%	6%	6%	5%
TOTAL CONFIDENT	1417	807	597	416	378	273	343	1139	143	82	**	227	615	452	447	716
	63%	66% b	60%	64%	60%	63%	69% b	63%	62%	61%	**	66%	66%	60%	67%	61%
TOTAL NOT CONFIDENT	692	345	340	214	217	140	115	559	72	44	**	97	277	256	184	402
	31%	28%	34% a	33% d	34% d	32% d	23%	31%	31%	32%	**	28%	30%	34%	27%	34% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Prepay/ pay as you go – buying top-ups when needed	732	681	51	698	34	455	276	155	168	120	7	68	370
	24%	26%	11%	25%	11%	24%	23%	31%	24%	16%	5%	17%	35%
		b		b				ab	bcd	c		c	abcd
Monthly contract/ SIM only – paying monthly	2319	1913	406	2050	269	1413	906	339	527	652	143	336	681
	76%	74%	89%	75%	89%	76%	77%	69%	76%	84%	95%	83%	65%
			a		a	c	c		e	ae	abde	ae	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Prepay/ pay as you go – buying top-ups when needed	732	152	107	99	57	54	20	123	34	14	121	277	209	608	123	52
	24%	24%	20%	22%	19%	24%	11%	63%	30%	9%	36%	24%	20%	24%	24%	38%
		fi	fi	fi	i	fi		abcdefhi	fi		bcde					bcde
Monthly contract/ SIM only – paying monthly	2319	483	417	344	247	173	158	72	81	145	220	875	841	1935	380	84
	76%	76%	80%	78%	81%	76%	89%	37%	70%	91%	64%	76%	80%	76%	76%	62%
		g	g	g	g	g	abcegh		g	abcdegh		af	af	af	af	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Prepay/ pay as you go – buying top-ups when needed	732	266	238	227	424	300	182	160	168	218	609	77	29	**
	24%	30%	21%	22%	27%	21%	22%	18%	27%	32%	24%	26%	17%	**
		bc			b				b	ab				
Monthly contract/ SIM only – paying monthly	2319	628	896	791	1159	1136	656	709	464	461	1882	219	142	**
	76%	70%	79%	78%	73%	79%	78%	82%	73%	68%	76%	74%	83%	**
			a	a		a	d	cd						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Prepay/ pay as you go – buying top-ups when needed	732	177	306	182	293	278
	24%	33%	25%	18%	29%	19%
		bc	c		b	
Monthly contract/ SIM only – paying monthly	2319	366	905	844	701	1210
	76%	67%	75%	82%	71%	81%
			a	ab		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Less than a year	706	597	108	629	77	469	236	197	162	175	37	91	250
	23%	23%	24%	23%	25%	25%	20%	40%	23%	23%	25%	23%	24%
						b		ab					
Between one year and 18 months	595	491	104	528	67	394	201	105	127	130	37	87	219
	20%	19%	23%	19%	22%	21%	17%	21%	18%	17%	25%	21%	21%
						b							
Over 18 months up to 2 years	572	474	98	502	70	381	191	90	111	124	24	95	222
	19%	18%	21%	18%	23%	20%	16%	18%	16%	16%	16%	23%	21%
						b						ab	a
Over 2 years up to 5 years	733	636	97	670	63	460	273	78	164	204	35	81	250
	24%	25%	21%	24%	21%	25%	23%	16%	24%	26%	24%	20%	24%
						c	c						
Over 5 years up to 10 years	202	185	17	192	10	90	112	14	68	53	4	26	51
	7%	7%	4%	7%	3%	5%	9%	3%	10%	7%	3%	6%	5%
		b					ac		ce				
Over 10 years	219	192	27	206	13	63	156	5	57	84	10	21	48
	7%	7%	6%	7%	4%	3%	13%	1%	8%	11%	7%	5%	5%
						c	ac		e	de			
Don't know	23	19	5	22	2	10	13	5	6	2	2	3	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
										*			
SUMMARY													
TOTAL UP TO 2 YEARS	1873	1562	311	1659	214	1245	629	391	400	428	99	273	691
	61%	60%	68%	60%	71%	67%	53%	79%	58%	55%	66%	67%	66%
			a		a	b		ab				ab	ab
OVER 2, UP TO 5 YEARS	733	636	97	670	63	460	273	78	164	204	35	81	250
	24%	25%	21%	24%	21%	25%	23%	16%	24%	26%	24%	20%	24%
						c	c						
OVER 5 YEARS	421	377	44	398	24	153	268	19	125	137	14	48	100
	14%	15%	10%	14%	8%	8%	23%	4%	18%	18%	10%	12%	9%
		b		b		c	ac		cde	cde			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Less than a year	706	149	106	99	73	61	38	37	30	41	92	275	240	607	98	17
	23%	24%	20%	22%	24%	27%	21%	19%	26%	26%	27%	24%	23%	24%	20%	12%
											f	f	f	f		
Between one year and 18 months	595	124	102	82	63	30	28	38	21	50	87	264	183	534	60	16
	20%	20%	20%	18%	21%	13%	16%	20%	18%	31%	25%	23%	17%	21%	12%	12%
										abcdefgh	cef	cef	e	e		
Over 18 months up to 2 years	572	112	95	81	65	36	33	39	33	32	86	247	172	505	68	18
	19%	18%	18%	18%	21%	16%	18%	20%	28%	20%	25%	21%	16%	20%	13%	13%
									ae		cef	ce		e		
Over 2 years up to 5 years	733	146	131	93	73	64	54	55	19	26	63	241	273	578	153	42
	24%	23%	25%	21%	24%	28%	30%	28%	16%	16%	19%	21%	26%	23%	30%	31%
						i	hi	i					ab		abd	a
Over 5 years up to 10 years	202	46	38	26	17	20	12	18	7	1	7	71	76	153	48	12
	7%	7%	7%	6%	6%	9%	7%	9%	6%	1%	2%	6%	7%	6%	10%	9%
		i	i	i	i	i	i	i				a	a	a	ad	a
Over 10 years	219	51	49	55	13	13	12	7	6	9	-	42	104	146	73	30
	7%	8%	9%	12%	4%	6%	7%	4%	6%	5%	-%	4%	10%	6%	15%	22%
			dg	degi								a	abd	ab	abcd	abcd
Don't know	23	6	1	7	-	3	2	1	-	-	7	12	3	21	2	1
	1%	1%	*%	1%	-%	1%	1%	*%	-%	-%	2%	1%	*%	1%	*%	1%
											c					
SUMMARY																
TOTAL UP TO 2 YEARS	1873	386	303	262	201	127	99	114	83	123	265	786	594	1645	226	51
	61%	61%	58%	59%	66%	56%	55%	58%	72%	77%	78%	68%	57%	65%	45%	37%
									bef	abcdefg	bcdef	cef	ef	cef		
OVER 2, UP TO 5 YEARS	733	146	131	93	73	64	54	55	19	26	63	241	273	578	153	42
	24%	23%	25%	21%	24%	28%	30%	28%	16%	16%	19%	21%	26%	23%	30%	31%
						i	hi	i					ab		abd	a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
OVER 5 YEARS	421	97	87	81	31	33	24	25	13	10	7	112	180	299	122	42
	14%	15%	17%	18%	10%	14%	13%	13%	12%	6%	2%	10%	17%	12%	24%	31%
		i	di	di		i						a	abd	a	abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Less than a year	706	226	268	211	335	364	204	204	112	176	585	71	34	**
	23%	25%	24%	21%	21%	25% a	24% c	23%	18%	26% c	23%	24%	20%	**
Between one year and 18 months	595	231	215	147	304	284	143	165	141	140	482	55	41	**
	20%	26% bc	19% c	14%	19%	20%	17%	19%	22%	21%	19%	19%	24%	**
Over 18 months up to 2 years	572	210	213	149	314	255	170	167	126	106	454	59	37	**
	19%	23% bc	19%	15%	20%	18%	20%	19%	20%	16%	18%	20%	22%	**
Over 2 years up to 5 years	733	164	270	297	382	340	203	209	166	149	604	65	41	**
	24%	18% a	24% a	29% ab	24%	24%	24%	24%	26%	22%	24%	22%	24%	**
Over 5 years up to 10 years	202	38	76	86	97	100	53	61	35	51	163	19	11	**
	7%	4%	7%	9% a	6%	7%	6%	7%	6%	7%	7%	6%	6%	**
Over 10 years	219	15	82	122	139	79	60	52	50	54	183	25	6	**
	7%	2% a	7% a	12% ab	9% b	6%	7%	6%	8%	8%	7%	9%	4%	**
Don't know	23	10	9	5	10	13	5	12	2	4	20	2	1	**
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	**
SUMMARY														
TOTAL UP TO 2 YEARS	1873	667	696	508	954	903	517	536	379	421	1520	185	112	**
	61%	75% bc	61% c	50%	60%	63%	62%	62%	60%	62%	61%	62%	66%	**
OVER 2, UP TO 5 YEARS	733	164	270	297	382	340	203	209	166	149	604	65	41	**
	24%	18% a	24% a	29% ab	24%	24%	24%	24%	26%	22%	24%	22%	24%	**
OVER 5 YEARS	421	53	159	208	236	180	113	113	85	105	346	44	17	**
	14%	6% a	14% a	20% ab	15%	13%	13%	13%	13%	15%	14%	15%	10%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Less than a year	706 23%	136 25%	271 22%	247 24%	270 27%	338 23%
Between one year and 18 months	595 20%	102 19%	227 19%	209 20%	214 22%	262 18%
Over 18 months up to 2 years	572 19%	101 19%	223 18%	203 20%	175 18%	279 19%
Over 2 years up to 5 years	733 24%	140 26%	293 24%	228 22%	211 21%	388 26% a
Over 5 years up to 10 years	202 7%	38 7%	91 7%	58 6%	64 6%	96 6%
Over 10 years	219 7%	23 4%	103 9% a	70 7%	54 5%	119 8%
Don't know	23 1%	3 1%	3 *%	11 1%	6 1%	6 *%
SUMMARY						
TOTAL UP TO 2 YEARS	1873 61%	339 62%	721 60%	659 64%	658 66% b	880 59%
OVER 2, UP TO 5 YEARS	733 24%	140 26%	293 24%	228 22%	211 21%	388 26% a
OVER 5 YEARS	421 14%	60 11%	194 16% a	128 12%	118 12%	215 14%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2317	1854	463	2012	305	1446	871	347	649	436	162	396	695
Effective Weighted Sample	1968	1563	421	1700	278	1227	742	286	611	414	152	347	571
Total	2319	1913	406	2050	269	1413	906	339	527	652	143	336	681
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1543 67%	1265 66%	278 69%	1353 66%	190 71%	964 68%	579 64%	269 79% ab	342 65%	454 70%	92 65%	230 69%	438 64%
No, I am out of my minimum contract period	606 26%	510 27%	96 24%	550 27%	57 21%	365 26% c	241 27% c	49 15%	150 28%	169 26%	41 28%	76 23%	176 26%
Don't know	169 7%	137 7%	32 8%	147 7%	22 8%	83 6%	86 9% a	21 6%	36 7%	29 4%	10 7%	30 9% b	67 10% b

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE NETWORK									AGE					
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE f	GIFF- GAFF ~g	BT ~h	SKY i	16-24 a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ ~f
Significance Level: 99%																
Unweighted total	2317	482	402	322	246	171	177	74	86	160	227	848	842	1917	397	87
Effective Weighted Sample	1968	407	337	272	207	146	159	62	77	141	194	703	728	1622	344	75
Total	2319	483	417	344	247	173	158	72	81	145	220	875	841	1935	380	84
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1543 67%	329 68%	273 65%	230 67%	167 68%	117 68%	93 59%	** **	** **	102 70%	149 68%	605 69%	551 66%	1305 67%	237 62%	** **
No, I am out of my minimum contract period	606 26%	123 25%	111 27%	93 27%	65 26%	47 27%	56 35% i	** **	** **	28 20%	34 16%	214 24% a	240 29% a	488 25% a	118 31% a	** **
Don't know	169 7%	31 6%	33 8%	21 6%	15 6%	9 5%	10 6%	** **	** **	15 10%	36 16% bcde	56 6%	50 6%	142 7%	24 6%	** **

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2317	647	873	794	1123	1167	706	729	345	508	1900	210	132	75
Effective Weighted Sample	1968	535	743	688	950	996	610	626	305	438	1611	180	115	63
Total	2319	628	896	791	1159	1136	656	709	464	461	1882	219	142	76
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1543	450	585	508	768	763	412	482	311	325	1248	151	94	**
	67%	72%	65%	64%	66%	67%	63%	68%	67%	70%	66%	69%	66%	**
		bc								a				
No, I am out of my minimum contract period	606	120	252	234	316	286	205	179	125	88	494	56	35	**
	26%	19%	28%	30%	27%	25%	31%	25%	27%	19%	26%	26%	25%	**
			a	a			d		d					
Don't know	169	58	60	49	75	87	39	49	28	48	140	12	12	**
	7%	9%	7%	6%	6%	8%	6%	7%	6%	10%	7%	5%	9%	**
										a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2317	358	885	862	705	1208
Effective Weighted Sample	1968	299	749	741	600	1020
Total	2319	366	905	844	701	1210
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1543	267	633	510	497	789
	67%	73%	70%	60%	71%	65%
		c	c			
No, I am out of my minimum contract period	606	81	227	251	160	348
	26%	22%	25%	30%	23%	29%
				a		a
Don't know	169	18	45	84	44	73
	7%	5%	5%	10%	6%	6%
				ab		

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2317	1854	463	2012	305	1446	871	347	649	436	162	396	695
Effective Weighted Sample	1968	1563	421	1700	278	1227	742	286	611	414	152	347	571
Total	2319	1913	406	2050	269	1413	906	339	527	652	143	336	681
A monthly contract including a new handset - up to a 12 month contract	138 6%	119 6%	19 5%	125 6%	13 5%	81 6%	57 6%	32 10% a	17 3%	38 6%	10 7%	13 4%	61 9% ad
A monthly contract including a new handset - a 13-24 month contract	757 33%	640 33%	117 29%	673 33%	84 31%	443 31%	314 35%	116 34%	160 30%	228 35%	42 30%	106 31%	226 33%
A monthly contract including a new handset - a 25+ month contract	243 10%	205 11%	38 9%	220 11%	24 9%	149 11%	94 10%	44 13%	54 10%	80 12% d	21 15% d	22 7%	70 10%
A monthly contract including a new handset - not sure of length of contract	64 3%	57 3%	7 2%	60 3%	4 1%	45 3%	19 2%	12 3%	7 1%	17 3%	3 2%	6 2%	31 4% a
SIM only – no handset included in the deal - on a 30-day rolling contract	375 16%	306 16%	69 17%	334 16%	41 15%	271 19% b	104 11%	56 17%	121 23% bde	81 12%	28 19%	49 15%	99 15%
SIM only – no handset included in the deal - on a 12-month contract	297 13%	228 12%	69 17% a	249 12%	48 18% a	179 13%	118 13%	39 11%	69 13%	90 14%	16 12%	61 18% e	64 9%
SIM only – no handset included in the deal - on a 24-month contract	176 8%	144 8%	32 8%	156 8%	20 7%	102 7%	74 8%	19 6%	42 8%	51 8%	7 5%	30 9%	46 7%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2317	1854	463	2012	305	1446	871	347	649	436	162	396	695
Effective Weighted Sample	1968	1563	421	1700	278	1227	742	286	611	414	152	347	571
Total	2319	1913	406	2050	269	1413	906	339	527	652	143	336	681
SIM only – no handset included in the deal - not sure of length of contract	161	120	41	135	26	89	72	12	35	38	9	39	41
	7%	6%	10% a	7%	10%	6%	8% c	4%	7%	6%	6%	12% abe	6%
Don't know	107	93	14	97	10	53	54	8	22	28	6	10	44
	5%	5%	3%	5%	4%	4%	6%	2%	4%	4%	4%	3%	6%
NET: MONTHLY CONTRACT	1203	1021	181	1078	125	718	484	205	238	363	77	147	388
	52%	53% b	45%	53%	46%	51%	53%	60% a	45%	56% ad	54%	44%	57% ad
NET: SIM ONLY	1009	798	211	874	134	641	367	126	267	260	60	180	250
	44%	42%	52% a	43%	50%	45% c	41%	37%	51% be	40%	42%	53% be	37%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	~h	i	a	b	c	d	e	~f
Unweighted total	2317	482	402	322	246	171	177	74	86	160	227	848	842	1917	397	87
Effective Weighted Sample	1968	407	337	272	207	146	159	62	77	141	194	703	728	1622	344	75
Total	2319	483	417	344	247	173	158	72	81	145	220	875	841	1935	380	84
A monthly contract including a new handset - up to a 12 month contract	138 6%	32 7%	18 4%	19 5%	16 6%	14 8%	11 7%	** **	** **	8 6%	27 12% bcde	60 7% e	42 5%	129 7% e	9 2%	** **
A monthly contract including a new handset - a 13-24 month contract	757 33%	206 43% bfi	132 32%	143 41% bf	87 35% f	58 34%	36 23%	** **	** **	45 31%	67 31%	344 39% ce	263 31% e	675 35% e	83 22%	** **
A monthly contract including a new handset - a 25+ month contract	243 10%	28 6%	97 23% acdf	22 7%	8 3%	35 20% acd	18 11% d	** **	** **	23 16% acd	26 12% e	129 15% ce	67 8%	222 11% ce	22 6%	** **
A monthly contract including a new handset - not sure of length of contract	64 3%	10 2%	14 3%	5 2%	7 3%	9 5%	3 2%	** **	** **	6 4%	14 6% bd	13 1%	24 3%	51 3%	12 3%	** **
SIM only – no handset included in the deal - on a 30-day rolling contract	375 16%	48 10%	37 9%	39 11%	23 9%	20 12%	42 27% abcdei	** **	** **	17 11%	28 13%	126 14%	140 17%	294 15%	80 21% bd	** **
SIM only – no handset included in the deal - on a 12-month contract	297 13%	70 15%	45 11%	39 11%	50 20% bce	18 10%	19 12%	** **	** **	19 13%	10 5%	74 9%	140 17% abd	224 12% a	73 19% abd	** **
SIM only – no handset included in the deal - on a 24-month contract	176 8%	36 7%	30 7%	39 11% i	30 12% i	10 6%	11 7%	** **	** **	4 3%	8 4%	60 7%	69 8%	137 7%	39 10% a	** **

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	~h	i	a	b	c	d	e	~f
Unweighted total	2317	482	402	322	246	171	177	74	86	160	227	848	842	1917	397	87
Effective Weighted Sample	1968	407	337	272	207	146	159	62	77	141	194	703	728	1622	344	75
Total	2319	483	417	344	247	173	158	72	81	145	220	875	841	1935	380	84
SIM only – no handset included in the deal	161	34	27	19	15	5	15	**	**	12	12	39	65	116	45	**
- not sure of length of contract	7%	7%	7%	6%	6%	3%	9%	**	**	9%	6%	4%	8% b	6%	12% bd	**
Don't know	107	18	17	18	10	3	4	**	**	11	26	31	32	88	18	**
	5%	4%	4%	5%	4%	2%	3%	**	**	7%	12% bcde	3%	4%	5%	5%	**
NET: MONTHLY CONTRACT	1203	277	261	190	117	117	68	**	**	83	135	546	396	1077	126	**
	52%	57% f	63% df	55% f	47%	68% cdf	43%	**	**	57%	61% ce	62% cde	47% e	56% ce	33%	**
NET: SIM ONLY	1009	188	139	137	120	53	86	**	**	51	59	298	413	771	237	**
	44%	39%	33%	40%	48% be	31%	55% abcei	**	**	36%	27%	34%	49% abd	40% ab	62% abcd	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2317	647	873	794	1123	1167	706	729	345	508	1900	210	132	75
Effective Weighted Sample	1968	535	743	688	950	996	610	626	305	438	1611	180	115	63
Total	2319	628	896	791	1159	1136	656	709	464	461	1882	219	142	76
A monthly contract including a new handset - up to a 12 month contract	138	53	59	27	72	64	45	38	28	24	109	20	8	**
	6%	8%	7%	3%	6%	6%	7%	5%	6%	5%	6%	9%	6%	**
		c	c											
A monthly contract including a new handset - a 13-24 month contract	757	237	322	198	332	418	185	231	169	167	601	79	48	**
	33%	38%	36%	25%	29%	37%	28%	33%	37%	36%	32%	36%	34%	**
		c	c			a			a	a				
A monthly contract including a new handset - a 25+ month contract	243	95	95	53	111	131	56	76	51	60	204	23	11	**
	10%	15%	11%	7%	10%	12%	9%	11%	11%	13%	11%	11%	8%	**
		bc	c											
A monthly contract including a new handset - not sure of length of contract	64	18	20	25	36	27	22	17	15	6	53	5	2	**
	3%	3%	2%	3%	3%	2%	3%	2%	3%	1%	3%	2%	2%	**
SIM only – no handset included in the deal - on a 30-day rolling contract	375	74	165	135	210	159	120	121	64	63	312	28	25	**
	16%	12%	18%	17%	18%	14%	18%	17%	14%	14%	17%	13%	18%	**
			a	a	b									
SIM only – no handset included in the deal - on a 12-month contract	297	48	91	158	175	121	87	103	49	56	234	27	24	**
	13%	8%	10%	20%	15%	11%	13%	14%	11%	12%	12%	12%	17%	**
				ab	b									
SIM only – no handset included in the deal - on a 24-month contract	176	37	54	84	92	84	64	44	39	26	146	16	8	**
	8%	6%	6%	11%	8%	7%	10%	6%	8%	6%	8%	7%	6%	**
				ab			d							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2317	647	873	794	1123	1167	706	729	345	508	1900	210	132	75
Effective Weighted Sample	1968	535	743	688	950	996	610	626	305	438	1611	180	115	63
Total	2319	628	896	791	1159	1136	656	709	464	461	1882	219	142	76
SIM only – no handset included in the deal - not sure of length of contract	161	27	54	80	79	78	53	39	32	34	133	14	9	**
	7%	4%	6%	10% ab	7%	7%	8%	6%	7%	7%	7%	6%	7%	**
Don't know	107	39	36	31	52	53	24	39	16	24	90	7	6	**
	5%	6%	4%	4%	4%	5%	4%	6%	4%	5%	5%	3%	4%	**
NET: MONTHLY CONTRACT	1203	403	496	303	551	640	308	363	264	256	967	127	69	**
	52%	64% bc	55% c	38%	48%	56% a	47%	51%	57% a	56% a	51%	58%	49%	**
NET: SIM ONLY	1009	186	364	457	556	443	324	308	184	180	825	85	66	**
	44%	30%	41% a	58% ab	48% b	39%	49% cd	43%	40%	39%	44%	39%	47%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2317	358	885	862	705	1208
Effective Weighted Sample	1968	299	749	741	600	1020
Total	2319	366	905	844	701	1210
A monthly contract including a new handset - up to a 12 month contract	138	32	54	46	47	59
	6%	9%	6%	5%	7%	5%
A monthly contract including a new handset - a 13-24 month contract	757	135	309	247	245	389
	33%	37%	34%	29%	35%	32%
		c				
A monthly contract including a new handset - a 25+ month contract	243	50	108	70	93	107
	10%	14%	12%	8%	13%	9%
		c			b	
A monthly contract including a new handset - not sure of length of contract	64	9	25	22	17	32
	3%	2%	3%	3%	2%	3%
SIM only – no handset included in the deal - on a 30-day rolling contract	375	47	139	157	111	207
	16%	13%	15%	19%	16%	17%
SIM only – no handset included in the deal - on a 12-month contract	297	40	131	101	73	171
	13%	11%	14%	12%	10%	14%
SIM only – no handset included in the deal - on a 24-month contract	176	26	67	65	51	101
	8%	7%	7%	8%	7%	8%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2317	358	885	862	705	1208
Effective Weighted Sample	1968	299	749	741	600	1020
Total	2319	366	905	844	701	1210
SIM only – no handset included in the deal - not sure of length of contract	161	14	48	78	38	103
	7%	4%	5%	9%	5%	8%
				ab		
Don't know	107	13	24	59	27	41
	5%	3%	3%	7%	4%	3%
				b		
NET: MONTHLY CONTRACT	1203	226	496	384	402	587
	52%	62%	55%	46%	57%	49%
		c	c		b	
NET: SIM ONLY	1009	127	386	401	272	582
	44%	35%	43%	47%	39%	48%
				a		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	192	167	25	174	18	111	81	27	48	33	13	23	76
Effective Weighted Sample	159	136	24	142	17	91	68	21	46	31	13	21	61
Total	207	183	24	189	18	115	93	29	41	54	14	18	82
I am paying a similar monthly tariff compared to when I signed up	100	87	**	90	**	56	**	**	**	**	**	**	**
	48%	48%	**	47%	**	48%	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	76	67	**	69	**	47	**	**	**	**	**	**	**
	37%	37%	**	37%	**	41%	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	26	24	**	26	**	10	**	**	**	**	**	**	**
	13%	13%	**	14%	**	8%	**	**	**	**	**	**	**
Don't know	5	4	**	4	**	2	**	**	**	**	**	**	**
	2%	2%	**	2%	**	2%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	192	42	40	34	17	18	14	3	2	11	23	76	70	169	23	7
Effective Weighted Sample	159	36	33	27	13	15	13	3	2	9	19	63	58	140	20	7
Total	207	42	47	37	19	20	14	2	2	13	22	88	77	188	20	6
I am paying a similar monthly tariff compared to when I signed up	100 48%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	91 48%	** **	** **
I am now on a cheaper monthly tariff compared to when I signed up	76 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	72 39%	** **	** **
I am now on a more expensive monthly tariff compared to when I signed up	26 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	21 11%	** **	** **
Don't know	5 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 2%	** **	** **

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	192	59	80	53	91	100	62	51	37	37	151	28	8	5
Effective Weighted Sample	159	48	67	44	75	83	53	42	31	33	126	24	6	4
Total	207	61	92	54	105	102	59	52	55	36	161	30	10	6
I am paying a similar monthly tariff compared to when I signed up	100	**	**	**	**	45	**	**	**	**	75	**	**	**
	48%	**	**	**	**	44%	**	**	**	**	47%	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	76	**	**	**	**	41	**	**	**	**	58	**	**	**
	37%	**	**	**	**	41%	**	**	**	**	36%	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	26	**	**	**	**	12	**	**	**	**	22	**	**	**
	13%	**	**	**	**	12%	**	**	**	**	14%	**	**	**
Don't know	5	**	**	**	**	3	**	**	**	**	5	**	**	**
	2%	**	**	**	**	3%	**	**	**	**	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~c	~a	~b
Unweighted total	192	44	74	60	60	91
Effective Weighted Sample	159	35	61	51	47	76
Total	207	51	80	63	64	98
I am paying a similar monthly tariff compared to when I signed up	100	**	**	**	**	**
	48%	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	76	**	**	**	**	**
	37%	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	26	**	**	**	**	**
	13%	**	**	**	**	**
Don't know	5	**	**	**	**	**
	2%	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Yes	2825	2392	433	2534	291	1758	1067	463	635	727	143	381	959
	93%	92%	95%	92%	96% a	94% b	90%	94%	91%	94%	95%	94%	91%
No	196	175	21	185	10	99	96	26	57	36	5	21	78
	6%	7%	5%	7%	3%	5%	8% a	5%	8%	5%	3%	5%	7%
Don't know	30	27	3	28	2	11	19	5	3	9	2	2	15
	1%	1%	1%	1%	1%	1%	2% a	1%	*%	1%	1%	*%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Yes	2825	586	493	410	292	200	163	187	108	147	320	1098	988	2406	415	97
	93%	92%	94%	93%	96%	88%	91%	96%	94%	92%	94%	95%	94%	95%	83%	71%
			e		e			e			ef	ef	ef	ef	f	
No	196	46	30	29	6	24	13	7	7	10	9	46	57	111	85	36
	6%	7%	6%	7%	2%	10%	7%	3%	6%	6%	3%	4%	5%	4%	17%	27%
		d	d	d		dg	d			d					abcd	abcde
Don't know	30	3	1	4	7	3	2	2	-	2	13	8	5	26	3	3
	1%	*%	*%	1%	2%	1%	1%	1%	-%	1%	4%	1%	1%	1%	1%	2%
					b						bcde					

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Yes	2825	847	1087	887	1442	1355	788	819	592	596	2292	282	159	**
	93%	95%	96%	87%	91%	94%	94%	94%	94%	88%	92%	95%	93%	**
		c	c			a	d	d	d					
No	196	31	40	124	128	66	46	39	37	70	170	13	12	**
	6%	4%	3%	12%	8%	5%	6%	4%	6%	10%	7%	4%	7%	**
				ab	b					abc				
Don't know	30	17	7	6	12	15	2	12	2	12	28	2	-	**
	1%	2%	1%	1%	1%	1%	*%	1%	*%	2%	1%	1%	-%	**
		c								a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Yes	2825	507	1122	959	923	1387
	93%	93%	93%	93%	93%	93%
No	196	33	87	52	64	96
	6%	6%	7%	5%	6%	6%
Don't know	30	4	2	16	6	5
	1%	1%	*%	2%	1%	*%
			b			

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	1169	961	208	1024	145	719	450	203	287	237	87	178	391
Effective Weighted Sample	978	802	185	855	130	599	380	165	268	225	80	151	318
Total	1203	1021	181	1078	125	718	484	205	238	363	77	147	388
Yes – with my current provider	921	774	147	818	103	557	364	163	175	277	**	119	295
	77%	76%	81%	76%	83%	78%	75%	80%	74%	76%	**	81%	76%
Yes – with an alternative provider	285	239	46	257	28	189	96	53	65	99	**	30	71
	24%	23%	25%	24%	23%	26%	20%	26%	27%	27%	**	20%	18%
No, not aware that I could do this	210	187	23	199	11	107	103	24	50	66	**	23	67
	17%	18%	13%	18%	9%	15%	21%	12%	21%	18%	**	15%	17%
				b			ac						
TOTAL AWARE OF SIM-ONLY	992	834	158	879	114	611	382	181	188	298	**	124	321
	83%	82%	87%	82%	91%	85%	79%	88%	79%	82%	**	85%	83%
					a	b		b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	~g	~h	~i	a	b	c	d	e	~f
Unweighted total	1169	279	236	170	118	113	73	12	24	92	141	516	386	1043	126	28
Effective Weighted Sample	978	235	198	141	98	95	66	9	20	79	120	426	329	872	106	22
Total	1203	277	261	190	117	117	68	12	22	83	135	546	396	1077	126	29
Yes – with my current provider	921	219	192	147	95	90	**	**	**	**	98	441	293	832	90	**
	77%	79%	74%	78%	80%	77%	**	**	**	**	73%	81%	74%	77%	71%	**
Yes – with an alternative provider	285	65	61	45	30	23	**	**	**	**	25	132	98	255	30	**
	24%	23%	24%	24%	25%	19%	**	**	**	**	19%	24%	25%	24%	24%	**
No, not aware that I could do this	210	46	52	37	13	24	**	**	**	**	21	77	79	177	33	**
	17%	17%	20%	19%	11%	20%	**	**	**	**	15%	14%	20%	16%	26%	**
															bd	
TOTAL AWARE OF SIM-ONLY	992	230	209	153	104	93	**	**	**	**	114	469	317	900	93	**
	83%	83%	80%	81%	89%	80%	**	**	**	**	85%	86%	80%	84%	74%	**
												e		e		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted total	1169	408	473	288	504	653	324	368	192	273	949	121	64	35
Effective Weighted Sample	978	336	398	244	419	553	278	310	167	232	792	103	56	29
Total	1203	403	496	303	551	640	308	363	264	256	967	127	69	40
Yes – with my current provider	921	316	390	215	437	473	238	280	200	195	747	85	**	**
	77%	78%	79%	71%	79%	74%	77%	77%	76%	76%	77%	67%	**	**
Yes – with an alternative provider	285	94	115	76	136	147	83	90	53	59	244	30	**	**
	24%	23%	23%	25%	25%	23%	27%	25%	20%	23%	25%	24%	**	**
No, not aware that I could do this	210	55	81	74	91	119	52	63	46	46	162	31	**	**
	17%	14%	16%	24% ab	16%	19%	17%	17%	17%	18%	17%	25%	**	**
TOTAL AWARE OF SIM-ONLY	992	348	416	229	460	521	256	300	218	210	804	96	**	**
	83%	86%	84%	76%	84%	81%	83%	83%	83%	82%	83%	75%	**	**
		c	c											

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	1169	216	469	384	391	569
Effective Weighted Sample	978	175	393	328	326	474
Total	1203	226	496	384	402	587
Yes – with my current provider	921	175	373	301	303	464
	77%	77%	75%	78%	75%	79%
Yes – with an alternative provider	285	42	109	113	92	158
	24%	19%	22%	29%	23%	27%
			a			
No, not aware that I could do this	210	34	98	61	69	97
	17%	15%	20%	16%	17%	17%
TOTAL AWARE OF SIM-ONLY	992	192	398	324	333	490
	83%	85%	80%	84%	83%	83%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Very satisfied	1446	1245	201	1320	126	842	604	217	332	391	57	191	487
	47%	48%	44%	48%	42%	45%	51% ac	44%	48%	51% c	38%	47%	46%
Fairly satisfied	1152	971	181	1030	121	727	425	194	272	287	61	158	384
	38%	37%	40%	37%	40%	39%	36%	39%	39%	37%	41%	39%	36%
Neither satisfied nor dissatisfied	306	258	48	273	32	197	109	49	62	62	18	37	127
	10%	10%	10%	10%	11%	11%	9%	10%	9%	8%	12%	9%	12%
Fairly dissatisfied	93	74	18	77	16	72	21	23	21	21	7	14	30
	3%	3%	4%	3%	5%	4% b	2%	5% b	3%	3%	4%	3%	3%
Very dissatisfied	36	27	10	29	8	26	11	10	7	5	7	5	13
	1%	1%	2%	1%	3%	1%	1%	2%	1%	1%	5% abde	1%	1%
Don't know	19	19	-	19	-	5	14	1	3	5	-	-	11
	1%	1%	-%	1%	-%	*% a	1% a	*% a	*% a	1% a	-% a	-% a	1% a
TOTAL SATISFIED	2597	2216	382	2350	247	1569	1028	410	603	678	119	348	871
	85%	85%	84%	86%	82%	84%	87%	83%	87% c	88% ce	79%	86%	83%
TOTAL DISSATISFIED	129	101	28	105	24	97	32	33	27	27	13	19	42
	4%	4%	6%	4%	8% a	5% b	3%	7% b	4%	3%	9% abe	5%	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Very satisfied	1446 47%	278 44%	240 46%	199 45%	134 44%	151 67%	67 37%	124 64%	59 51%	68 43%	139 41%	494 43%	540 51%	1174 46%	271 54%	81 60%
						abcdfhi		abcdfi					abd		abd	abd
Fairly satisfied	1152 38%	269 42%	197 38%	175 40%	131 43%	56 25%	87 49%	54 28%	34 29%	58 36%	134 39%	481 42%	366 35%	982 39%	168 33%	39 29%
		egh	e	eg	egh		begh					cef				
Neither satisfied nor dissatisfied	306 10%	63 10%	61 12%	43 10%	26 9%	16 7%	15 9%	13 7%	13 11%	19 12%	46 14%	115 10%	99 9%	261 10%	45 9%	12 9%
Fairly dissatisfied	93 3%	18 3%	16 3%	18 4%	8 3%	1 *%	7 4%	1 1%	6 6%	9 6%	8 2%	43 4%	26 2%	77 3%	16 3%	4 3%
				e					eg	eg						
Very dissatisfied	36 1%	4 1%	7 1%	6 1%	2 1%	- -%	3 2%	1 *%	3 3%	4 2%	5 1%	14 1%	13 1%	32 1%	4 1%	- -%
Don't know	19 1%	3 *%	2 *%	2 *%	4 1%	3 1%	- -%	2 1%	- -%	1 1%	8 2%	4 *%	6 1%	18 1%	- -%	- -%
											bcde					
TOTAL SATISFIED	2597 85%	547 86%	437 84%	374 84%	264 87%	207 91%	154 86%	178 91%	93 81%	126 79%	273 80%	976 85%	907 86%	2155 85%	439 87%	120 88%
						bhi		bhi					a		a	
TOTAL DISSATISFIED	129 4%	22 4%	23 4%	24 5%	10 3%	1 *%	9 5%	2 1%	9 8%	13 8%	13 4%	57 5%	39 4%	109 4%	20 4%	4 3%
			e	e			e		eg	aeg						

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Very satisfied	1446	363	546	536	745	695	364	406	311	349	1172	137	93	**
	47%	41%	48%	53%	47%	48%	43%	47%	49%	51%	47%	46%	54%	**
			a	a						a				
Fairly satisfied	1152	362	449	339	590	545	340	354	222	224	940	110	62	**
	38%	40%	40%	33%	37%	38%	41%	41%	35%	33%	38%	37%	36%	**
		c	c				d	d						
Neither satisfied nor dissatisfied	306	108	98	99	159	139	85	69	69	78	257	33	8	**
	10%	12%	9%	10%	10%	10%	10%	8%	11%	12%	10%	11%	5%	**
Fairly dissatisfied	93	38	21	34	63	29	38	27	15	12	74	12	5	**
	3%	4%	2%	3%	4%	2%	5%	3%	2%	2%	3%	4%	3%	**
		b			b		d							
Very dissatisfied	36	13	14	9	15	19	9	8	9	10	30	3	3	**
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	**
Don't know	19	12	6	-	11	8	2	6	5	4	18	1	-	**
	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%	1%	*%	-%	**
		c												
TOTAL SATISFIED	2597	724	995	875	1335	1240	704	760	533	573	2113	247	155	**
	85%	81%	88%	86%	84%	86%	84%	87%	84%	84%	85%	83%	91%	**
			a	a										
TOTAL DISSATISFIED	129	51	35	43	78	49	47	35	25	23	103	16	7	**
	4%	6%	3%	4%	5%	3%	6%	4%	4%	3%	4%	5%	4%	**
		b												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Very satisfied	1446	270	614	449	488	725
	47%	50%	51%	44%	49%	49%
			c			
Fairly satisfied	1152	187	449	420	350	581
	38%	34%	37%	41%	35%	39%
Neither satisfied nor dissatisfied	306	63	101	99	93	133
	10%	12%	8%	10%	9%	9%
Fairly dissatisfied	93	14	35	33	44	33
	3%	3%	3%	3%	4%	2%
					b	
Very dissatisfied	36	7	10	11	15	13
	1%	1%	1%	1%	2%	1%
Don't know	19	1	2	14	4	4
	1%	*%	*%	1%	*%	*%
				b		
TOTAL SATISFIED	2597	457	1063	869	838	1306
	85%	84%	88%	85%	84%	88%
TOTAL DISSATISFIED	129	21	45	44	59	45
	4%	4%	4%	4%	6%	3%
					b	

Columns Tested: a,b,c - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Looking for a deal for standalone service	185	177	7	185	-	140	44	75	21	35	2	13	114
	6%	7%	2%	7%	-%	8%	4%	15%	3%	4%	1%	3%	11%
		b		b		b		ab					abcd
Looking for a deal for service in bundle	12	-	12	-	12	11	1	5	-	-	4	8	-
	*%	-%	3%	-%	4%	1%	*%	1%	-%	-%	3%	2%	-%
			a		a			b			abe	abe	
Looking for a deal for other services in the bundle, but not this	14	-	14	-	14	12	2	6	-	-	2	12	-
	*%	-%	3%	-%	5%	1%	*%	1%	-%	-%	1%	3%	-%
			a		a			b			ae	abe	
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	1	-	-	-	-	-	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%
					a								
Planning to look for a deal for standalone service	536	507	29	536	-	378	157	101	119	134	5	49	231
	18%	20%	6%	19%	-%	20%	13%	21%	17%	17%	3%	12%	22%
		b		b		b		b	c	c		c	acd
Planning to look for a deal for bundle	75	-	75	-	75	61	14	16	1	-	32	43	-
	2%	-%	16%	-%	25%	3%	1%	3%	*%	-%	21%	11%	-%
			a		a	b		b			abde	abe	
Not currently looking or planning to look for a new deal	2145	1836	310	1950	195	1220	926	283	538	581	101	270	672
	70%	71%	68%	71%	64%	65%	78%	57%	77%	75%	68%	67%	64%
						c	ac		cde	de			
Don't know	83	74	10	77	6	45	38	8	16	22	4	8	35
	3%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%	2%	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
SUMMARY													
Looking for deal for service	197	177	19	185	12	151	45	80	21	35	6	22	114
	6%	7%	4%	7%	4%	8%	4%	16%	3%	4%	4%	5%	11%
						b		ab					abcd
Planning to look for deal for service or bundle	611	507	104	536	75	439	171	117	120	134	37	92	231
	20%	20%	23%	19%	25%	24%	14%	24%	17%	17%	25%	23%	22%
						b		b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 110

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's mobile service

	MOBILE NETWORK										AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Looking for a deal for standalone service	185 6%	44 7%	25 5%	23 5%	22 7%	12 5%	7 4%	10 5%	8 7%	5 3%	34 10% cef	97 8% cef	48 5% e	179 7% cef	5 1%	- -%
Looking for a deal for service in bundle	12 *%	2 *%	- -%	3 1%	- -%	- -%	1 *%	- -%	4 4% abcdeg	3 2% b	1 *%	6 *%	2 *%	9 *%	3 1%	1 1%
Looking for a deal for other services in the bundle, but not this	14 *%	8 1%	- -%	1 *%	- -%	- -%	2 1%	- -%	1 1%	2 1%	1 *%	11 1%	1 *%	14 1%	- -%	- -%
Looking for a deal for the bundle but not sure which services	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%
Planning to look for a deal for standalone service	536 18%	107 17% g	98 19% g	102 23% fgi	77 25% afgi	44 19% g	20 11%	17 9%	21 18%	18 11%	72 21% ef	245 21% cef	165 16% e	483 19% ef	52 10%	10 7%
Planning to look for a deal for bundle	75 2%	12 2% b	- -%	3 1%	- -%	- -%	14 8% abcdeg	- -%	18 16% abcdeg	23 14% abcdeg	6 2%	27 2%	32 3%	64 3%	11 2%	6 4%
Not currently looking or planning to look for a new deal	2145 70%	450 71% h	381 73% h	302 68% h	197 65%	165 73% h	130 73% h	159 81% acdhi	63 54%	104 66%	204 60%	736 64%	780 74% abd	1720 68% a	422 84% abcd	114 84% abd
Don't know	83 3%	12 2%	20 4%	8 2%	9 3%	6 3%	4 2%	9 5%	1 1%	4 2%	22 6% bcde	31 3%	22 2%	74 3%	9 2%	6 4%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
SUMMARY																
Looking for deal for service	197	46	25	26	22	12	8	10	12	8	36	102	50	189	8	1
	6%	7%	5%	6%	7%	5%	4%	5%	10%	5%	10%	9%	5%	7%	2%	1%
											cef	cef	e	cef		
Planning to look for deal for service or bundle	611	119	98	106	77	44	34	17	39	41	78	272	197	547	63	15
	20%	19%	19%	24%	25%	19%	19%	9%	34%	26%	23%	24%	19%	22%	13%	11%
		g	g	g	g	g	g		abefg	g	ef	cef	e	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's mobile service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Looking for a deal for standalone service	185	84	78	22	104	77	72	39	45	26	149	19	12	**
	6%	9%	7%	2%	7%	5%	9%	4%	7%	4%	6%	6%	7%	**
		c	c				bd		d					
Looking for a deal for service in bundle	12	3	4	5	8	4	7	1	2	2	10	1	1	**
	*%	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%	1%	**
Looking for a deal for other services in the bundle, but not this	14	8	5	*	9	5	6	4	2	1	11	*	1	**
	*%	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%	*%	*%	**
		c												
Looking for a deal for the bundle but not sure which services	1	-	-	1	-	1	1	-	-	-	1	-	-	**
	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	**
Planning to look for a deal for standalone service	536	201	198	137	281	248	153	165	118	94	443	45	27	**
	18%	22%	17%	13%	18%	17%	18%	19%	19%	14%	18%	15%	16%	**
		bc						d						
Planning to look for a deal for bundle	75	18	29	28	48	27	24	18	21	12	66	2	5	**
	2%	2%	3%	3%	3%	2%	3%	2%	3%	2%	3%	1%	3%	**
Not currently looking or planning to look for a new deal	2145	547	788	807	1099	1026	561	621	424	519	1741	220	120	**
	70%	61%	69%	79%	69%	71%	67%	71%	67%	77%	70%	74%	71%	**
			a	ab						ac				
Don't know	83	33	33	18	33	48	13	21	20	24	70	9	3	**
	3%	4%	3%	2%	2%	3%	1%	2%	3%	4%	3%	3%	2%	**
		c								a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
SUMMARY														
Looking for deal for service	197	87	82	28	112	81	79	40	47	28	159	19	14	**
	6%	10%	7%	3%	7%	6%	9%	5%	7%	4%	6%	7%	8%	**
		c	c				bd							
Planning to look for deal for service or bundle	611	219	227	164	329	275	177	183	139	106	509	48	33	**
	20%	25%	20%	16%	21%	19%	21%	21%	22%	16%	20%	16%	19%	**
		c					d	d	d					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Looking for a deal for standalone service	185	53	66	55	91	48
	6%	10%	5%	5%	9%	3%
		bc			b	
Looking for a deal for service in bundle	12	2	4	3	4	3
	*%	*%	*%	*%	*%	*%
Looking for a deal for other services in the bundle, but not this	14	1	8	3	7	4
	*%	*%	1%	*%	1%	*%
Looking for a deal for the bundle but not sure which services	1	-	1	-	-	-
	*%	-%	*%	-%	-%	-%
Planning to look for a deal for standalone service	536	95	207	185	183	251
	18%	18%	17%	18%	18%	17%
Planning to look for a deal for bundle	75	16	32	22	27	33
	2%	3%	3%	2%	3%	2%
Not currently looking or planning to look for a new deal	2145	362	872	722	661	1121
	70%	67%	72%	70%	66%	75%
						a
Don't know	83	13	20	36	20	27
	3%	2%	2%	4%	2%	2%
				b		

Columns Tested: a,b,c - a,b

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
SUMMARY						
Looking for deal for service	197	56	70	59	95	51
	6%	10%	6%	6%	10%	3%
		bc			b	
Planning to look for deal for service or bundle	611	112	239	207	210	284
	20%	21%	20%	20%	21%	19%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Discussed deals or offers with your provider	537	419	118	447	90	347	190	105	88	136	41	92	184
	18%	16%	26%	16%	30%	19%	16%	21%	13%	18%	27%	23%	18%
			a		a			b			abe	a	a
Looked at alternative deals or offers from your provider	606	490	116	528	78	441	165	112	133	123	36	102	215
	20%	19%	25%	19%	26%	24%	14%	23%	19%	16%	24%	25%	20%
			a		a	b		b				ab	
Received a discount from your provider	480	381	98	396	83	352	127	119	74	101	47	67	191
	16%	15%	22%	14%	27%	19%	11%	24%	11%	13%	32%	17%	18%
			a		a	b		ab			abde	a	a
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	347	263	84	283	64	270	77	99	44	47	32	64	161
	11%	10%	18%	10%	21%	14%	7%	20%	6%	6%	21%	16%	15%
			a		a	b		ab			ab	ab	ab
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	137	108	29	111	26	104	33	33	20	19	13	26	60
	4%	4%	6%	4%	9%	6%	3%	7%	3%	2%	8%	6%	6%
					a	b		b			ab	ab	ab
None of these	1652	1455	196	1545	106	870	782	181	452	496	60	183	476
	54%	56%	43%	56%	35%	47%	66%	37%	65%	64%	40%	45%	45%
		b		b		c	ac		cde	cde			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
SUMMARY													
ANY CHANGE	1399	1138	261	1203	196	998	401	313	243	277	91	222	575
	46%	44%	57%	44%	65%	53%	34%	63%	35%	36%	60%	55%	55%
			a		a	b		ab			ab	ab	ab

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Discussed deals or offers with your provider	537 18%	139 22% beg	70 13% g	91 20% bg	61 20% g	30 13%	40 22% bg	12 6%	32 28% beg	35 22% bg	67 20% f	226 20% ef	177 17% f	470 18% ef	68 13%	11 8%
Looked at alternative deals or offers from your provider	606 20%	124 20%	92 18%	96 22%	77 25% beg	34 15%	40 22%	30 15%	29 25%	35 22%	66 19% ef	284 25% cef	193 18% ef	543 21% ef	64 13%	8 6%
Received a discount from your provider	480 16%	102 16%	64 12%	70 16%	48 16%	24 11%	34 19%	26 13%	33 28% abcdeg	34 21% be	71 21% cef	215 19% cef	142 14%	428 17% ef	51 10%	8 6%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	347 11%	69 11%	47 9%	47 11%	20 6%	19 8%	24 14% d	23 12%	27 24% abcdeg	34 22% abcdeg	51 15% cef	181 16% cef	89 8%	321 13% ce	26 5%	8 6%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	137 4%	23 4%	22 4%	17 4%	15 5%	6 3%	8 5%	8 4%	11 9% ae	10 6%	25 7% cef	74 6% cef	28 3%	127 5% cef	10 2%	- -%
None of these	1652 54%	327 52% h	322 62% adfhi	244 55% hi	154 51% h	146 64% adfhi	85 48%	122 62% adfhi	38 33%	65 41%	138 41%	533 46%	621 59% abd	1293 51% a	355 70% abcd	109 80% abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

		MOBILE NETWORK									AGE						
		Total	EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%			a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total		3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample		2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total		3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
SUMMARY																	
ANY CHANGE		1399	308	201	199	150	81	93	73	77	94	203	619	429	1250	149	27
		46%	48%	38%	45%	49%	36%	52%	38%	67%	59%	59%	54%	41%	49%	30%	20%
			beg			beg		beg		abcdeg	bcag	cdef	cef	ef	cef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Discussed deals or offers with your provider	537	179	207	152	292	241	177	168	99	91	433	52	33	**
	18%	20%	18%	15%	18%	17%	21%	19%	16%	13%	17%	18%	19%	**
		c					d	d						
Looked at alternative deals or offers from your provider	606	202	253	151	339	260	206	168	107	121	491	64	36	**
	20%	23%	22%	15%	21%	18%	25%	19%	17%	18%	20%	22%	21%	**
		c	c				bcd							
Received a discount from your provider	480	181	187	112	270	208	157	137	97	86	396	45	27	**
	16%	20%	16%	11%	17%	14%	19%	16%	15%	13%	16%	15%	16%	**
		c	c				d							
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	347	150	133	64	193	149	137	87	63	57	288	26	24	**
	11%	17%	12%	6%	12%	10%	16%	10%	10%	8%	12%	9%	14%	**
		bc	c				bcd							
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	137	57	58	22	75	59	37	35	30	35	108	15	10	**
	4%	6%	5%	2%	5%	4%	4%	4%	5%	5%	4%	5%	6%	**
		c	c											
None of these	1652	376	604	667	825	813	388	473	359	410	1352	159	89	**
	54%	42%	53%	66%	52%	57%	46%	54%	57%	60%	54%	54%	52%	**
			a	ab				a	a	a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
SUMMARY														
ANY CHANGE	1399	518	531	350	758	623	449	396	273	268	1139	137	81	**
	46%	58%	47%	34%	48%	43%	54%	46%	43%	40%	46%	46%	48%	**
		bc	c				bcd							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Discussed deals or offers with your provider	537	96	201	193	196	259
	18%	18%	17%	19%	20%	17%
Looked at alternative deals or offers from your provider	606	110	237	218	216	302
	20%	20%	20%	21%	22%	20%
Received a discount from your provider	480	109	188	151	183	203
	16%	20%	16%	15%	18%	14%
		c			b	
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	347	70	131	114	140	145
	11%	13%	11%	11%	14%	10%
					b	
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	137	43	50	36	62	50
	4%	8%	4%	4%	6%	3%
		bc			b	
None of these	1652	258	673	564	470	864
	54%	48%	56%	55%	47%	58%
			a	a		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
SUMMARY						
ANY CHANGE	1399	285	538	462	524	623
	46%	52%	44%	45%	53%	42%
		bc			b	

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	~b	a	b	c	~a	~b	~c	~d	e
Unweighted total	490	372	118	392	98	367	123	129	94	72	58	82	186
Effective Weighted Sample	408	308	105	324	88	303	105	101	86	68	53	70	151
Total	480	381	98	396	83	352	127	119	74	101	47	67	191
I contacted my provider	273	203	70	213	**	196	76	63	**	**	**	**	83
	57%	53%	71%	54%	**	56%	60%	53%	**	**	**	**	44%
			a										
My provider contacted me	168	146	22	148	**	131	37	45	**	**	**	**	84
	35%	38%	23%	37%	**	37%	29%	38%	**	**	**	**	44%
		b											
Don't know/ can't remember	39	33	7	36	**	25	14	11	**	**	**	**	24
	8%	9%	7%	9%	**	7%	11%	9%	**	**	**	**	12%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	490	100	66	66	46	23	39	30	34	41	68	221	144	433	57	8
Effective Weighted Sample	408	81	54	56	38	20	36	26	28	36	54	184	120	357	52	7
Total	480	102	64	70	48	24	34	26	33	34	71	215	142	428	51	8
I contacted my provider	273	58	**	**	**	**	**	**	**	**	**	128	90	241	**	**
	57%	57%	**	**	**	**	**	**	**	**	**	60%	63%	56%	**	**
My provider contacted me	168	35	**	**	**	**	**	**	**	**	**	74	45	153	**	**
	35%	34%	**	**	**	**	**	**	**	**	**	34%	31%	36%	**	**
Don't know/ can't remember	39	9	**	**	**	**	**	**	**	**	**	13	7	35	**	**
	8%	9%	**	**	**	**	**	**	**	**	**	6%	5%	8%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	490	184	192	114	276	212	181	132	79	95	409	43	26	12
Effective Weighted Sample	408	149	161	99	230	176	151	114	65	82	338	38	22	11
Total	480	181	187	112	270	208	157	137	97	86	396	45	27	12
I contacted my provider	273	74	129	70	152	120	96	80	**	**	227	**	**	**
	57%	41%	69%	63%	56%	58%	61%	58%	**	**	57%	**	**	**
		a	a	a										
My provider contacted me	168	83	48	36	98	69	49	43	**	**	137	**	**	**
	35%	46%	26%	32%	36%	33%	31%	32%	**	**	35%	**	**	**
		b												
Don't know/ can't remember	39	24	10	6	20	19	12	14	**	**	31	**	**	**
	8%	13%	5%	5%	7%	9%	8%	10%	**	**	8%	**	**	**
		b												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	490	108	187	159	184	211
Effective Weighted Sample	408	87	154	137	155	176
Total	480	109	188	151	183	203
I contacted my provider	273	61	108	85	94	130
	57%	56%	57%	56%	51%	64%
My provider contacted me	168	39	71	48	75	59
	35%	35%	38%	32%	41%	29%
Don't know/ can't remember	39	9	10	18	15	14
	8%	8%	5%	12%	8%	7%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	~b	a	b	~c	~a	~b	~c	~d	e
Unweighted total	373	258	115	275	98	266	107	82	82	62	57	70	104
Effective Weighted Sample	318	220	103	233	88	225	94	66	76	60	53	61	86
Total	361	264	97	278	83	252	109	76	67	90	47	59	100
Yes	259	189	70	196	**	183	76	**	**	**	**	**	73
	72%	72%	72%	70%	**	73%	70%	**	**	**	**	**	73%
No	83	62	21	67	**	59	24	**	**	**	**	**	20
	23%	23%	22%	24%	**	24%	22%	**	**	**	**	**	20%
Don't know/ can't remember	19	14	6	15	**	10	9	**	**	**	**	**	7
	5%	5%	6%	5%	**	4%	9%	**	**	**	**	**	7%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	373	77	48	56	36	17	37	12	25	40	34	160	125	319	54	6
Effective Weighted Sample	318	65	41	47	31	15	34	11	20	35	29	135	106	270	50	5
Total	361	74	47	61	36	17	32	12	23	33	34	156	123	313	48	6
Yes	259	**	**	**	**	**	**	**	**	**	**	104	97	222	**	**
	72%	**	**	**	**	**	**	**	**	**	**	67%	79%	71%	**	**
No	83	**	**	**	**	**	**	**	**	**	**	45	22	72	**	**
	23%	**	**	**	**	**	**	**	**	**	**	29%	18%	23%	**	**
Don't know/ can't remember	19	**	**	**	**	**	**	**	**	**	**	7	4	18	**	**
	5%	**	**	**	**	**	**	**	**	**	**	4%	3%	6%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	373	118	149	106	205	167	142	110	51	67	308	33	21	11
Effective Weighted Sample	318	100	125	94	173	145	120	97	44	60	262	29	18	10
Total	361	114	145	101	200	160	121	111	64	63	291	35	24	10
Yes	259	67	112	80	149	109	92	75	**	**	204	**	**	**
	72%	59%	77%	79%	75%	68%	76%	67%	**	**	70%	**	**	**
			a	a										
No	83	36	28	19	45	38	26	26	**	**	71	**	**	**
	23%	31%	19%	19%	23%	24%	21%	24%	**	**	24%	**	**	**
Don't know/ can't remember	19	11	6	2	6	13	4	10	**	**	16	**	**	**
	5%	10%	4%	2%	3%	8%	3%	9%	**	**	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	373	71	144	129	126	181
Effective Weighted Sample	318	62	121	110	110	153
Total	361	70	147	119	124	176
Yes	259	**	106	85	94	133
	72%	**	72%	71%	76%	76%
No	83	**	33	28	24	34
	23%	**	22%	24%	19%	19%
Don't know/ can't remember	19	**	8	6	6	9
	5%	**	6%	5%	5%	5%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	374	277	97	302	72	298	76	115	61	38	38	78	161
Effective Weighted Sample	306	225	82	245	61	242	64	88	54	34	35	59	133
Total	347	263	84	283	64	270	77	99	44	47	32	64	161
I contacted my provider	203	145	**	156	**	160	**	55	**	**	**	**	77
	58%	55%	**	55%	**	59%	**	56%	**	**	**	**	48%
My provider contacted me	115	95	**	99	**	93	**	37	**	**	**	**	69
	33%	36%	**	35%	**	35%	**	37%	**	**	**	**	43%
Don't know/ can't remember	29	24	**	27	**	17	**	7	**	**	**	**	15
	8%	9%	**	10%	**	6%	**	7%	**	**	**	**	9%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	374	77	48	47	21	19	27	28	31	36	57	194	96	347	27	6
Effective Weighted Sample	306	62	38	39	17	16	23	25	25	30	47	157	80	284	22	5
Total	347	69	47	47	20	19	24	23	27	34	51	181	89	321	26	8
I contacted my provider	203	**	**	**	**	**	**	**	**	**	**	108	**	184	**	**
	58%	**	**	**	**	**	**	**	**	**	**	59%	**	57%	**	**
My provider contacted me	115	**	**	**	**	**	**	**	**	**	**	58	**	108	**	**
	33%	**	**	**	**	**	**	**	**	**	**	32%	**	34%	**	**
Don't know/ can't remember	29	**	**	**	**	**	**	**	**	**	**	16	**	29	**	**
	8%	**	**	**	**	**	**	**	**	**	**	9%	**	9%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ ~c	MALE a	FEMALE b	AB a	C1 ~b	C2 ~c	DE ~d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	374	162	147	65	209	159	161	93	52	64	315	26	24	9
Effective Weighted Sample	306	132	118	57	167	134	127	82	45	52	257	23	19	8
Total	347	150	133	64	193	149	137	87	63	57	288	26	24	9
I contacted my provider	203	75	81	**	121	81	97	**	**	**	175	**	**	**
	58%	50%	61%	**	62%	55%	71%	**	**	**	61%	**	**	**
My provider contacted me	115	60	41	**	61	52	36	**	**	**	94	**	**	**
	33%	40%	31%	**	31%	35%	26%	**	**	**	33%	**	**	**
Don't know/ can't remember	29	15	11	**	12	15	4	**	**	**	19	**	**	**
	8%	10%	9%	**	6%	10%	3%	**	**	**	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	374	71	142	124	150	156
Effective Weighted Sample	306	61	115	101	122	128
Total	347	70	131	114	140	145
I contacted my provider	203	**	75	73	82	90
	58%	**	58%	64%	59%	62%
My provider contacted me	115	**	46	33	49	41
	33%	**	35%	29%	35%	28%
Don't know/ can't remember	29	**	10	9	9	14
	8%	**	8%	8%	6%	10%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	151	114	37	119	32	117	34	44	25	15	17	33	62
Effective Weighted Sample	118	90	28	93	25	90	28	32	23	13	14	22	50
Total	137	108	29	111	26	104	33	33	20	19	13	26	60
I contacted my provider	98	71	**	74	**	74	**	**	**	**	**	**	**
	72%	66%	**	66%	**	72%	**	**	**	**	**	**	**
My provider contacted me	28	27	**	27	**	25	**	**	**	**	**	**	**
	20%	25%	**	25%	**	24%	**	**	**	**	**	**	**
Don't know/ can't remember	11	10	**	10	**	4	**	**	**	**	**	**	**
	8%	9%	**	9%	**	4%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	151	26	22	15	14	7	10	12	14	12	28	83	31	142	9	-
Effective Weighted Sample	118	18	19	13	12	6	9	10	10	9	20	64	27	110	8	-
Total	137	23	22	17	15	6	8	8	11	10	25	74	28	127	10	-
I contacted my provider	98	**	**	**	**	**	**	**	**	**	**	**	**	90	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	71%	**	**
My provider contacted me	28	**	**	**	**	**	**	**	**	**	**	**	**	28	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	22%	**	**
Don't know/ can't remember	11	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	151	65	64	22	87	61	47	38	26	40	119	15	12	5
Effective Weighted Sample	118	47	51	19	68	47	34	31	21	34	91	14	9	5
Total	137	57	58	22	75	59	37	35	30	35	108	15	10	4
I contacted my provider	98	**	**	**	**	**	**	**	**	**	79	**	**	**
	72%	**	**	**	**	**	**	**	**	**	73%	**	**	**
My provider contacted me	28	**	**	**	**	**	**	**	**	**	20	**	**	**
	20%	**	**	**	**	**	**	**	**	**	19%	**	**	**
Don't know/ can't remember	11	**	**	**	**	**	**	**	**	**	9	**	**	**
	8%	**	**	**	**	**	**	**	**	**	8%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~c	~a	~b
Unweighted total	151	44	55	43	68	56
Effective Weighted Sample	118	34	43	34	54	48
Total	137	43	50	36	62	50
I contacted my provider	98	**	**	**	**	**
	72%	**	**	**	**	**
My provider contacted me	28	**	**	**	**	**
	20%	**	**	**	**	**
Don't know/ can't remember	11	**	**	**	**	**
	8%	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Received a discount	273	203	70	213	60	196	76	63	42	70	39	40	83
	9%	8%	15%	8%	20%	11%	6%	13%	6%	9%	26%	10%	8%
			a		a	b		b			abde	a	
Added extra or improved services	203	145	58	156	46	160	43	55	27	34	25	40	77
	7%	6%	13%	6%	15%	9%	4%	11%	4%	4%	17%	10%	7%
			a		a	b		b			abe	ab	a
Reduced or downgraded services	98	71	27	74	24	74	24	19	16	12	12	24	36
	3%	3%	6%	3%	8%	4%	2%	4%	2%	1%	8%	6%	3%
			a		a	b					abe	ab	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	470	356	114	376	94	351	119	112	75	98	53	81	168
	15%	14%	25%	14%	31%	19%	10%	23%	11%	13%	36%	20%	16%
			a		a	b		b			abde	ab	a
ALL 3 CHANGES	9	2	7	3	6	7	2	3	*	2	4	2	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%
			a		a						abe		
DISCOUNT AND EXTRA SERVICES	47	32	15	34	12	34	12	10	5	8	9	8	16
	2%	1%	3%	1%	4%	2%	1%	2%	1%	1%	6%	2%	2%
			a		a						abde		
DISCOUNT AND REDUCED SERVICES	21	16	6	16	5	14	7	5	5	5	3	3	5
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
			a		a						a	ab	
EXTRA SERVICES AND REDUCED SERVICES	17	10	6	11	6	17	-	5	-	*	1	8	7
	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%	2%	1%
			a		a	b		b			a	ab	
DISCOUNT ONLY	195	153	42	159	36	141	55	46	31	55	23	27	62
	6%	6%	9%	6%	12%	8%	5%	9%	4%	7%	15%	7%	6%
			a		a	b		b			abde		

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
EXTRA SERVICES ONLY	130	100	30	109	22	102	28	37	22	23	10	22	53
	4%	4%	7%	4%	7%	5%	2%	7%	3%	3%	7%	6%	5%
			a		a	b		b					
REDUCED SERVICES ONLY	51	43	8	44	7	36	14	6	11	4	3	10	24
	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	3%	2%
												b	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2580	2237	343	2372	209	1517	1064	382	621	674	97	323	884
	85%	86%	75%	86%	69%	81%	90%	77%	89%	87%	64%	80%	84%
		b		b		ac			cde	cd		c	c

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Received a discount	273	58	28	42	33	13	27	5	15	24	22	128	90	241	32	5
	9%	9%	5%	10%	11%	6%	15%	3%	13%	15%	6%	11%	9%	9%	6%	4%
		g		g	bg		beg		bg	beg		e				
Added extra or improved services	203	43	18	25	12	13	16	13	18	26	21	108	56	184	19	4
	7%	7%	3%	6%	4%	6%	9%	6%	15%	16%	6%	9%	5%	7%	4%	3%
							b		abcdeg	abcdeg		ce		e		
Reduced or downgraded services	98	17	14	11	10	3	7	4	9	10	16	53	22	90	8	-
	3%	3%	3%	3%	3%	1%	4%	2%	8%	6%	5%	5%	2%	4%	1%	-%
									abce	e	e	ce				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	470	99	48	68	50	25	39	19	31	45	53	233	136	422	48	7
	15%	16%	9%	15%	16%	11%	22%	10%	27%	29%	16%	20%	13%	17%	10%	5%
		b		b	b		beg		abceg	abcdeg	ef	cdef	f	cef		
ALL 3 CHANGES	9	*	2	1	-	-	1	-	2	3	-	3	4	7	2	-
	*%	*%	*%	*%	-%	-%	*%	-%	1%	2%	-%	*%	*%	*%	*%	-%
									a	a						
DISCOUNT AND EXTRA SERVICES	47	12	3	4	4	5	7	*	6	4	1	24	16	41	5	3
	2%	2%	1%	1%	1%	2%	4%	*%	5%	3%	*%	2%	2%	2%	1%	2%
							b		bcg							
DISCOUNT AND REDUCED SERVICES	21	4	1	4	1	-	2	1	2	1	2	11	7	20	2	-
	1%	1%	*%	1%	*%	-%	1%	1%	2%	1%	1%	1%	1%	1%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	17	3	5	-	*	-	1	1	1	3	2	13	1	17	-	-
	1%	1%	1%	-%	*%	-%	1%	*%	1%	2%	1%	1%	*%	1%	-%	-%
									c	c		c				
DISCOUNT ONLY	195	42	22	33	28	8	18	3	6	16	19	90	63	172	23	3
	6%	7%	4%	8%	9%	4%	10%	2%	6%	10%	6%	8%	6%	7%	5%	2%
		g		g	bg		beg			bg						

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
EXTRA SERVICES ONLY	130	28	9	20	8	8	7	11	10	15	17	67	34	118	12	2
	4%	4%	2%	4%	3%	4%	4%	6% b	8% bd	10% abd	5%	6% ce	3%	5%	2%	1%
REDUCED SERVICES ONLY	51	9	7	6	9	3	3	2	5	3	12	24	10	47	4	-
	2%	1%	1%	1%	3%	1%	2%	1%	4%	2%	4% ce	2%	1%	2%	1%	-%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2580	536	475	375	255	202	139	176	85	113	288	919	914	2121	455	129
	85%	84%	91%	85%	84%	89%	78%	90%	73%	71%	84%	80%	87%	83%	90%	95%
		hi	acdfhi	hi	i	fhi		fhi					bd	b	abd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Received a discount	273	74	129	70	152	120	96	80	43	52	227	14	23	**
	9%	8%	11%	7%	10%	8%	11%	9%	7%	8%	9%	5%	14%	**
			c				cd						b	
Added extra or improved services	203	75	81	47	121	81	97	50	29	24	175	13	10	**
	7%	8%	7%	5%	8%	6%	12%	6%	5%	4%	7%	4%	6%	**
		c					bcd							
Reduced or downgraded services	98	35	46	17	53	42	28	29	20	22	79	8	9	**
	3%	4%	4%	2%	3%	3%	3%	3%	3%	3%	3%	3%	5%	**
		c	c											
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	470	158	200	112	259	207	179	126	80	82	389	32	35	**
	15%	18%	18%	11%	16%	14%	21%	14%	13%	12%	16%	11%	21%	**
		c	c				bcd						b	
ALL 3 CHANGES	9	*	6	3	8	1	3	5	1	*	7	1	1	**
	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%	*%	1%	**
DISCOUNT AND EXTRA SERVICES	47	10	24	13	33	14	19	15	7	6	41	1	3	**
	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	*%	2%	**
DISCOUNT AND REDUCED SERVICES	21	6	12	3	9	12	10	7	2	3	20	1	1	**
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	*%	*%	**
EXTRA SERVICES AND REDUCED SERVICES	17	9	7	-	8	8	8	2	1	5	16	-	1	**
	1%	1%	1%	-%	1%	1%	1%	*%	*%	1%	1%	-%	*%	**
		c												
DISCOUNT ONLY	195	57	87	51	102	93	65	54	33	42	159	12	19	**
	6%	6%	8%	5%	6%	6%	8%	6%	5%	6%	6%	4%	11%	**
													b	
EXTRA SERVICES ONLY	130	55	44	31	71	58	68	28	20	12	111	11	5	**
	4%	6%	4%	3%	4%	4%	8%	3%	3%	2%	4%	4%	3%	**
		c					bcd							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
REDUCED SERVICES ONLY	51	19	20	11	27	20	7	15	16	13	36	6	6	**
	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	4%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2580	737	934	905	1324	1229	658	744	552	596	2101	264	135	**
	85%	82%	82%	89% ab	84%	86%	79%	86% a	87% a	88% a	84%	89% c	79%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Received a discount	273	61	108	85	94	130
	9%	11%	9%	8%	9%	9%
Added extra or improved services	203	41	75	73	82	90
	7%	8%	6%	7%	8%	6%
Reduced or downgraded services	98	28	37	26	42	43
	3%	5%	3%	3%	4%	3%
		c				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	470	107	179	151	177	214
	15%	20%	15%	15%	18%	14%
ALL 3 CHANGES	9	4	2	2	3	6
	*%	1%	*%	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	47	10	20	14	19	21
	2%	2%	2%	1%	2%	1%
DISCOUNT AND REDUCED SERVICES	21	3	10	7	8	9
	1%	1%	1%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	17	3	7	7	9	6
	1%	1%	1%	1%	1%	*%
DISCOUNT ONLY	195	45	76	61	65	93
	6%	8%	6%	6%	6%	6%
EXTRA SERVICES ONLY	130	25	46	49	52	57
	4%	5%	4%	5%	5%	4%
REDUCED SERVICES ONLY	51	18	18	11	23	22
	2%	3%	2%	1%	2%	1%
		c				

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2580	436	1032	875	817	1273
	85%	80%	85%	85%	82%	86%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Received a discount	168	146	22	148	20	131	37	45	30	26	7	20	84
	5%	6%	5%	5%	6%	7%	3%	9%	4%	3%	5%	5%	8%
						b		b					ab
Added extra or improved services	115	95	20	99	16	93	22	37	15	8	6	16	69
	4%	4%	4%	4%	5%	5%	2%	7%	2%	1%	4%	4%	7%
						b		b			b	b	ab
Reduced or downgraded services	28	27	1	27	1	25	3	12	4	2	*	2	19
	1%	1%	*%	1%	*%	1%	*%	2%	1%	*%	*%	1%	2%
						b		b					a
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	281	241	40	248	32	223	58	83	45	32	12	36	157
	9%	9%	9%	9%	11%	12%	5%	17%	7%	4%	8%	9%	15%
						b		ab				b	abd
ALL 3 CHANGES	2	2	-	2	-	2	-	*	-	-	-	-	2
	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	16	13	3	13	3	13	3	3	2	4	2	2	6
	1%	*%	1%	*%	1%	1%	*%	1%	*%	*%	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	6	6	*	6	-	6	-	4	-	1	*	1	4
	*%	*%	*%	*%	-%	*%	-%	1%	-%	*%	*%	*%	*%
								b					
EXTRA SERVICES AND REDUCED SERVICES	4	4	*	4	*	4	-	4	1	-	-	*	3
	*%	*%	*%	*%	*%	*%	-%	1%	*%	-%	-%	*%	*%
								b					
DISCOUNT ONLY	144	125	19	127	16	110	34	38	27	21	5	17	72
	5%	5%	4%	5%	5%	6%	3%	8%	4%	3%	3%	4%	7%
						b		b					ab
EXTRA SERVICES ONLY	93	77	17	81	12	75	19	30	12	5	5	14	59
	3%	3%	4%	3%	4%	4%	2%	6%	2%	1%	3%	3%	6%
						b		b				b	ab

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
REDUCED SERVICES ONLY	16	15	*	15	*	13	3	4	3	1	-	1	11
	1%	1%	*%	1%	*%	1%	*%	1%	*%	*%	-%	*%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2770	2352	417	2499	270	1645	1125	411	650	740	138	369	895
	91%	91%	91%	91%	89%	88%	95%	83%	93%	96%	92%	91%	85%
						c	ac		e	de		e	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Received a discount	168	35	32	20	11	11	4	20	10	7	34	74	45	153	15	1
	5%	5%	6%	4%	4%	5%	2%	10% cdf	9% f	4%	10% cdef	6% ef	4%	6% ef	3%	1%
Added extra or improved services	115	20	23	15	7	5	7	9	7	6	25	58	26	108	7	4
	4%	3%	4%	3%	2%	2%	4%	5%	6%	4%	7% ce	5% ce	2%	4% ce	1%	3%
Reduced or downgraded services	28	4	4	5	3	2	1	2	1	-	6	17	5	28	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	2% e	1% e	1%	1%	-%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	281	58	55	35	17	16	11	26	16	12	59	130	70	259	22	4
	9%	9%	11%	8%	6%	7%	6%	13% d	14% d	8%	17% bcdef	11% cef	7%	10% cef	4%	3%
ALL 3 CHANGES	2	-	*	-	2	-	-	-	-	-	*	2	-	2	-	-
	*%	-%	*%	-%	1%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	16	1	1	2	-	1	1	5	2	1	3	9	3	15	1	-
	1%	*%	*%	*%	-%	*%	*%	2% abd	2% a	*%	1%	1%	*%	1%	*%	-%
DISCOUNT AND REDUCED SERVICES	6	-	1	3	-	-	-	1	*	-	2	3	1	6	-	-
	*%	-%	*%	1%	-%	-%	-%	*%	*%	-%	1%	*%	*%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	4	-	1	-	-	1	-	-	*	-	-	2	2	4	-	-
	*%	-%	*%	-%	-%	1%	-%	-%	*%	-%	-%	*%	*%	*%	-%	-%
DISCOUNT ONLY	144	34	29	15	9	10	3	15	8	6	29	60	41	129	14	1
	5%	5%	6%	3%	3%	5%	2%	8% f	7%	4%	9% cdef	5%	4%	5%	3%	1%
EXTRA SERVICES ONLY	93	19	20	13	5	4	6	4	4	5	21	44	21	87	7	4
	3%	3%	4%	3%	2%	2%	3%	2%	4%	3%	6% cde	4% e	2%	3%	1%	3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
REDUCED SERVICES ONLY	16	4	2	2	2	*	1	2	1	-	3	10	2	16	-	-
	1%	1%	*%	*%	1%	*%	1%	1%	1%	-%	1%	1%	*%	1%	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2770	577	468	408	287	211	168	169	99	146	282	1021	980	2284	482	132
	91%	91%	89%	92%	94%	93%	94%	87%	86%	92%	83%	89%	93%	90%	96%	97%
					gh							a	abd	a	abd	abd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Received a discount	168	83	48	36	98	69	49	43	45	29	137	22	4	**
	5%	9%	4%	4%	6%	5%	6%	5%	7%	4%	6%	8%	2%	**
		bc												
Added extra or improved services	115	60	41	14	61	52	36	27	22	30	94	5	12	**
	4%	7%	4%	1%	4%	4%	4%	3%	3%	4%	4%	2%	7%	**
		bc	c										b	
Reduced or downgraded services	28	15	10	3	17	11	8	5	7	8	20	6	2	**
	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	2%	1%	**
		c												
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	281	141	88	51	156	122	83	68	67	60	227	30	16	**
	9%	16%	8%	5%	10%	9%	10%	8%	11%	9%	9%	10%	9%	**
		bc	c											
ALL 3 CHANGES	2	2	-	-	2	-	-	-	2	*	2	-	-	**
	*%	*%	-%	-%	*%	-%	-%	-%	*%	*%	*%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	16	7	8	1	7	9	8	5	*	3	13	2	1	**
	1%	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	**
DISCOUNT AND REDUCED SERVICES	6	5	-	1	6	-	1	1	3	1	5	1	-	**
	*%	1%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	4	1	3	-	3	1	1	1	-	1	3	-	1	**
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	1%	**
DISCOUNT ONLY	144	69	40	34	83	60	40	37	40	25	117	19	3	**
	5%	8%	4%	3%	5%	4%	5%	4%	6%	4%	5%	6%	2%	**
		bc												
EXTRA SERVICES ONLY	93	50	30	13	49	43	27	21	20	25	76	4	10	**
	3%	6%	3%	1%	3%	3%	3%	2%	3%	4%	3%	1%	6%	**
		bc											b	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
REDUCED SERVICES ONLY	16	7	7	2	6	10	6	2	2	5	11	4	1	**
	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2770	753	1046	966	1427	1314	754	801	565	618	2264	266	155	**
	91%	84%	92%	95%	90%	91%	90%	92%	89%	91%	91%	90%	91%	**
			a	ab										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Received a discount	168	39	71	48	75	59
	5%	7%	6%	5%	8%	4%
					b	
Added extra or improved services	115	22	46	33	49	41
	4%	4%	4%	3%	5%	3%
					b	
Reduced or downgraded services	28	14	7	7	15	6
	1%	3%	1%	1%	2%	*%
		bc			b	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	281	65	111	78	125	97
	9%	12%	9%	8%	13%	7%
		c			b	
ALL 3 CHANGES	2	-	2	-	2	-
	*%	-%	*%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	16	5	6	5	6	6
	1%	1%	1%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	6	3	1	3	3	2
	*%	1%	*%	*%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	4	1	1	1	3	-
	*%	*%	*%	*%	*%	-%
DISCOUNT ONLY	144	31	62	40	65	50
	5%	6%	5%	4%	7%	3%
					b	
EXTRA SERVICES ONLY	93	16	36	26	40	35
	3%	3%	3%	3%	4%	2%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
REDUCED SERVICES ONLY	16	10	3	3	8	4
	1%	2%	*%	*%	1%	*%
		bc				
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2770	478	1100	948	869	1390
	91%	88%	91%	92%	87%	93%
				a		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Discussed deals or offers with any other provider	276	224	52	233	43	222	54	103	36	50	16	45	130
	9%	9%	11%	8%	14%	12%	5%	21%	5%	7%	11%	11%	12%
					a	b		ab			a	ab	ab
Looked at deals or offers from any other provider	705	579	127	612	93	562	144	201	124	150	43	104	290
	23%	22%	28%	22%	31%	30%	12%	41%	18%	19%	29%	26%	28%
			a		a	b		ab			a	a	ab
Talked with friends or family for recommendations about providers	449	384	65	400	50	323	126	115	81	82	19	67	204
	15%	15%	14%	15%	16%	17%	11%	23%	12%	11%	13%	16%	19%
						b		ab				b	ab
None of these	1882	1618	265	1724	159	962	920	156	503	545	89	229	531
	62%	62%	58%	63%	52%	52%	78%	32%	72%	71%	59%	57%	51%
				b		c	ac		cde	cde			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Discussed deals or offers with any other provider	276 9%	56 9%	34 6%	43 10%	37 12% b	16 7%	16 9%	15 8%	19 16% be	14 9%	48 14% cef	142 12% cef	71 7% e	262 10% cef	15 3%	2 2%
Looked at deals or offers from any other provider	705 23%	155 24% e	103 20%	101 23%	74 24%	36 16%	41 23%	39 20%	39 34% beg	42 27% e	100 29% cef	334 29% cef	213 20% ef	647 25% cef	58 12%	11 8%
Talked with friends or family for recommendations about providers	449 15%	96 15%	64 12%	63 14%	54 18%	30 13%	25 14%	20 10%	22 19%	33 21% bg	82 24% cdef	205 18% cef	100 10%	387 15% c	62 12%	11 8%
None of these	1882 62%	389 61% h	356 68% dhi	282 64% hi	172 56%	161 71% adhi	111 62% h	129 66% hi	50 44%	82 52%	147 43%	603 52% a	737 70% abd	1487 58% ab	392 78% abcd	116 85% abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Discussed deals or offers with any other provider	276	116	110	51	181	95	100	67	44	62	227	20	19	**
	9%	13%	10%	5%	11%	7%	12%	8%	7%	9%	9%	7%	11%	**
		c	c		b		bc							
Looked at deals or offers from any other provider	705	285	282	139	416	285	237	203	147	114	591	55	41	**
	23%	32%	25%	14%	26%	20%	28%	23%	23%	17%	24%	19%	24%	**
		bc	c		b		d	d	d					
Talked with friends or family for recommendations about providers	449	194	151	103	220	218	138	118	97	90	369	45	24	**
	15%	22%	13%	10%	14%	15%	16%	14%	15%	13%	15%	15%	14%	**
		bc												
None of these	1882	403	699	777	932	933	456	556	390	457	1521	196	103	**
	62%	45%	62%	76%	59%	65%	55%	64%	62%	67%	61%	66%	61%	**
			a	ab		a		a		a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Discussed deals or offers with any other provider	276	68	99	86	123	100
	9%	13%	8%	8%	12%	7%
		bc			b	
Looked at deals or offers from any other provider	705	136	271	241	279	303
	23%	25%	22%	23%	28%	20%
					b	
Talked with friends or family for recommendations about providers	449	102	157	153	183	187
	15%	19%	13%	15%	18%	13%
		b			b	
None of these	1882	296	773	643	525	1012
	62%	54%	64%	63%	53%	68%
			a	a		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Yes - in the last 6 months	217	188	29	196	21	217	-	217	34	42	7	29	107
	7%	7%	6%	7%	7%	12%	-%	44%	5%	5%	4%	7%	10%
						b		ab					ab
Yes - 7 to 12 months ago	277	229	48	240	37	277	-	277	47	43	15	40	135
	9%	9%	11%	9%	12%	15%	-%	56%	7%	6%	10%	10%	13%
						b		ab				b	ab
Yes – 13 to 18 months ago	231	190	41	201	30	231	-	-	38	35	16	32	115
	8%	7%	9%	7%	10%	12%	-%	-%	5%	5%	11%	8%	11%
						bc					ab		ab
Yes – 1.5 to 2 years ago	196	154	42	174	22	196	-	-	39	38	10	44	71
	6%	6%	9%	6%	7%	10%	-%	-%	6%	5%	6%	11%	7%
			a			bc						abe	
Yes – 2 to 3 years ago	214	168	46	180	34	214	-	-	50	49	23	28	66
	7%	6%	10%	7%	11%	11%	-%	-%	7%	6%	15%	7%	6%
			a		a	bc					abde		
Yes – More than 3 years ago	734	612	121	657	77	734	-	-	214	193	41	98	190
	24%	24%	27%	24%	25%	39%	-%	-%	31%	25%	27%	24%	18%
						bc			de	e	e	e	
No – never changed provider	1182	1053	129	1101	82	-	1182	-	273	371	39	134	367
	39%	41%	28%	40%	27%	-%	100%	-%	39%	48%	26%	33%	35%
		b		b			ac		c	acde			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Yes - in the last 6 months	217	45	24	16	20	14	10	17	13	14	41	112	51	204	11	-
	7%	7%	5%	4%	6%	6%	6%	9%	11%	9%	12%	10%	5%	8%	2%	-%
								c	bc	c	cef	cef		cef		
Yes - 7 to 12 months ago	277	55	28	34	34	20	14	17	15	21	58	118	83	259	18	7
	9%	9%	5%	8%	11%	9%	8%	9%	13%	13%	17%	10%	8%	10%	4%	5%
					b				b	b	bcdef	e	e	e		
Yes – 13 to 18 months ago	231	58	28	22	14	5	16	11	16	31	30	125	63	219	13	3
	8%	9%	5%	5%	5%	2%	9%	5%	14%	19%	9%	11%	6%	9%	3%	2%
		e					e		bcdeg	abcdefg	e	cef	e	ce		
Yes – 1.5 to 2 years ago	196	23	32	25	25	7	7	14	15	18	38	73	59	170	26	10
	6%	4%	6%	6%	8%	3%	4%	7%	13%	11%	11%	6%	6%	7%	5%	7%
					a				abcef	aef	bcde					
Yes – 2 to 3 years ago	214	41	26	31	16	13	23	12	6	24	26	79	76	181	32	4
	7%	6%	5%	7%	5%	6%	13%	6%	5%	15%	8%	7%	7%	7%	6%	3%
							abd			abcdegh						
Yes – More than 3 years ago	734	139	115	94	104	72	48	62	26	25	28	241	297	566	166	41
	24%	22%	22%	21%	34%	32%	27%	32%	22%	16%	8%	21%	28%	22%	33%	30%
					abci	abci	i	abci				a	abd	a	abd	a
No – never changed provider	1182	275	270	222	92	96	61	63	25	26	120	403	419	943	238	72
	39%	43%	52%	50%	30%	42%	34%	32%	21%	17%	35%	35%	40%	37%	47%	53%
		dghi	adghi	dghi	i	dhi	i	i							abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Yes - in the last 6 months	217	98	77	40	115	99	65	64	40	45	179	17	17	**
	7%	11%	7%	4%	7%	7%	8%	7%	6%	7%	7%	6%	10%	**
		bc	c											
Yes - 7 to 12 months ago	277	124	98	55	147	126	76	79	63	57	216	28	23	**
	9%	14%	9%	5%	9%	9%	9%	9%	10%	8%	9%	10%	13%	**
		bc	c											
Yes – 13 to 18 months ago	231	98	91	43	129	101	86	58	45	40	196	21	10	**
	8%	11%	8%	4%	8%	7%	10%	7%	7%	6%	8%	7%	6%	**
		c	c				bd							
Yes – 1.5 to 2 years ago	196	75	67	54	111	85	63	58	39	35	167	10	14	**
	6%	8%	6%	5%	7%	6%	7%	7%	6%	5%	7%	3%	8%	**
		c												
Yes – 2 to 3 years ago	214	69	74	70	110	100	50	68	48	44	178	22	9	**
	7%	8%	7%	7%	7%	7%	6%	8%	8%	7%	7%	7%	5%	**
Yes – More than 3 years ago	734	117	305	311	403	322	215	209	139	164	600	61	49	**
	24%	13%	27%	31%	25%	22%	26%	24%	22%	24%	24%	21%	29%	**
			a	a										
No – never changed provider	1182	314	422	445	568	602	282	333	257	294	954	137	48	**
	39%	35%	37%	44%	36%	42%	34%	38%	41%	43%	38%	46%	28%	**
				ab		a				a		ac		

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Yes - in the last 6 months	217 7%	51 9%	75 6%	64 6%	92 9% b	81 5%
Yes - 7 to 12 months ago	277 9%	54 10%	115 10%	81 8%	113 11% b	107 7%
Yes – 13 to 18 months ago	231 8%	48 9%	88 7%	68 7%	92 9% b	92 6%
Yes – 1.5 to 2 years ago	196 6%	39 7%	79 7%	62 6%	76 8%	81 5%
Yes – 2 to 3 years ago	214 7%	43 8%	76 6%	82 8%	74 7%	105 7%
Yes – More than 3 years ago	734 24%	104 19%	306 25% a	271 26% a	224 22%	413 28% a
No – never changed provider	1182 39%	204 38%	471 39%	397 39%	325 33%	610 41% a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	~b	a	~b	c	a	~b	~c	~d	e
Unweighted total	515	414	101	439	76	515	-	515	102	62	28	93	235
Effective Weighted Sample	416	337	85	357	63	416	-	416	95	55	24	75	191
Total	494	417	77	436	58	494	-	494	81	85	21	69	242
EE	94	82	12	84	**	94	**	94	17	**	**	**	39
	19%	20%	16%	19%	**	19%	**	19%	21%	**	**	**	16%
O2	65	55	11	55	**	65	**	65	12	**	**	**	28
	13%	13%	14%	13%	**	13%	**	13%	15%	**	**	**	11%
Vodafone	54	45	9	47	**	54	**	54	9	**	**	**	26
	11%	11%	12%	11%	**	11%	**	11%	11%	**	**	**	11%
Virgin Media	41	32	10	36	**	41	**	41	6	**	**	**	13
	8%	8%	12%	8%	**	8%	**	8%	8%	**	**	**	5%
'3' / Three	35	29	5	31	**	35	**	35	6	**	**	**	14
	7%	7%	7%	7%	**	7%	**	7%	8%	**	**	**	6%
GiffGaff	33	29	4	30	**	33	**	33	3	**	**	**	24
	7%	7%	5%	7%	**	7%	**	7%	3%	**	**	**	10%
BT	30	25	5	26	**	30	**	30	4	**	**	**	18
	6%	6%	7%	6%	**	6%	**	6%	5%	**	**	**	7%
iD Mobile	23	18	4	20	**	23	**	23	3	**	**	**	16
	5%	4%	6%	5%	**	5%	**	5%	3%	**	**	**	7%
Tesco Mobile	22	19	3	20	**	22	**	22	6	**	**	**	11
	5%	5%	4%	5%	**	5%	**	5%	8%	**	**	**	4%
Sky	20	17	3	18	**	20	**	20	3	**	**	**	12
	4%	4%	4%	4%	**	4%	**	4%	4%	**	**	**	5%
Plusnet	11	9	2	10	**	11	**	11	2	**	**	**	8
	2%	2%	2%	2%	**	2%	**	2%	2%	**	**	**	3%
TalkTalk	9	5	3	5	**	9	**	9	2	**	**	**	3
	2%	1%	4%	1%	**	2%	**	2%	3%	**	**	**	1%
Smarty	8	7	1	7	**	8	**	8	3	**	**	**	4
	2%	2%	1%	2%	**	2%	**	2%	4%	**	**	**	2%
Lycamobile	7	7	-	7	**	7	**	7	*	**	**	**	7
	1%	2%	-%	2%	**	1%	**	1%	-%	**	**	**	3%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	~b	a	~b	c	a	~b	~c	~d	e
Unweighted total	515	414	101	439	76	515	-	515	102	62	28	93	235
Effective Weighted Sample	416	337	85	357	63	416	-	416	95	55	24	75	191
Total	494	417	77	436	58	494	-	494	81	85	21	69	242
Lebara	6	6	1	6	**	6	**	6	*	**	**	**	5
	1%	1%	1%	1%	**	1%	**	1%	*%	**	**	**	2%
Asda Mobile	5	5	1	5	**	5	**	5	-	**	**	**	4
	1%	1%	1%	1%	**	1%	**	1%	-%	**	**	**	2%
Talkmobile	5	5	-	5	**	5	**	5	1	**	**	**	4
	1%	1%	-%	1%	**	1%	**	1%	1%	**	**	**	1%
Utility Warehouse	3	3	-	3	**	3	**	3	-	**	**	**	3
	1%	1%	-%	1%	**	1%	**	1%	-%	**	**	**	1%
Other supplier	23	19	3	21	**	23	**	23	3	**	**	**	4
	5%	5%	5%	5%	**	5%	**	5%	4%	**	**	**	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	~e	~f	~g	~h	~i	a	b	c	d	~e	~f
Unweighted total	515	101	56	47	58	35	24	35	31	40	102	237	141	480	34	8
Effective Weighted Sample	416	79	45	39	47	30	21	26	25	33	81	189	117	387	30	8
Total	494	100	52	49	54	34	24	34	28	35	99	230	134	463	29	7
EE	94	-	**	**	**	**	**	**	**	**	20	40	30	89	**	**
	19%	~%	**	**	**	**	**	**	**	**	20%	17%	22%	19%	**	**
O2	65	19	**	**	**	**	**	**	**	**	17	28	18	62	**	**
	13%	19%	**	**	**	**	**	**	**	**	17%	12%	13%	13%	**	**
Vodafone	54	16	**	**	**	**	**	**	**	**	7	24	20	51	**	**
	11%	17%	**	**	**	**	**	**	**	**	7%	10%	15%	11%	**	**
Virgin Media	41	8	**	**	**	**	**	**	**	**	4	19	13	36	**	**
	8%	8%	**	**	**	**	**	**	**	**	4%	8%	9%	8%	**	**
'3' / Three	35	11	**	**	**	**	**	**	**	**	7	15	12	34	**	**
	7%	11%	**	**	**	**	**	**	**	**	7%	6%	9%	7%	**	**
GiffGaff	33	9	**	**	**	**	**	**	**	**	11	16	6	33	**	**
	7%	9%	**	**	**	**	**	**	**	**	11%	7%	4%	7%	**	**
BT	30	12	**	**	**	**	**	**	**	**	5	21	2	28	**	**
	6%	12%	**	**	**	**	**	**	**	**	5%	9% c	2%	6%	**	**
iD Mobile	23	7	**	**	**	**	**	**	**	**	6	11	3	20	**	**
	5%	7%	**	**	**	**	**	**	**	**	6%	5%	3%	4%	**	**
Tesco Mobile	22	4	**	**	**	**	**	**	**	**	3	7	10	20	**	**
	5%	4%	**	**	**	**	**	**	**	**	3%	3%	7%	4%	**	**
Sky	20	2	**	**	**	**	**	**	**	**	4	11	5	20	**	**
	4%	2%	**	**	**	**	**	**	**	**	4%	5%	4%	4%	**	**
Plusnet	11	1	**	**	**	**	**	**	**	**	1	9	1	11	**	**
	2%	1%	**	**	**	**	**	**	**	**	1%	4%	1%	2%	**	**
TalkTalk	9	1	**	**	**	**	**	**	**	**	1	4	2	7	**	**
	2%	1%	**	**	**	**	**	**	**	**	1%	2%	1%	2%	**	**
Smarty	8	-	**	**	**	**	**	**	**	**	1	2	3	6	**	**
	2%	~%	**	**	**	**	**	**	**	**	1%	1%	2%	1%	**	**
Lycamobile	7	2	**	**	**	**	**	**	**	**	4	3	*	7	**	**
	1%	2%	**	**	**	**	**	**	**	**	4%	1%	*%	1%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	515	101	56	47	58	35	24	35	31	40	102	237	141	480	34	8
Effective Weighted Sample	416	79	45	39	47	30	21	26	25	33	81	189	117	387	30	8
Total	494	100	52	49	54	34	24	34	28	35	99	230	134	463	29	7
Lebara	6	-	**	**	**	**	**	**	**	**	1	3	2	6	**	**
	1%	-%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	**	**
Asda Mobile	5	2	**	**	**	**	**	**	**	**	3	3	-	5	**	**
	1%	2%	**	**	**	**	**	**	**	**	3%	1%	-%	1%	**	**
Talkmobile	5	1	**	**	**	**	**	**	**	**	3	1	1	5	**	**
	1%	1%	**	**	**	**	**	**	**	**	3%	*%	1%	1%	**	**
Utility Warehouse	3	1	**	**	**	**	**	**	**	**	-	3	-	3	**	**
	1%	1%	**	**	**	**	**	**	**	**	-%	1%	-%	1%	**	**
Other supplier	23	3	**	**	**	**	**	**	**	**	2	12	7	21	**	**
	5%	3%	**	**	**	**	**	**	**	**	2%	5%	5%	5%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	515	230	183	101	281	226	169	137	87	118	417	47	38	13
Effective Weighted Sample	416	184	145	87	226	184	133	113	74	99	334	41	31	11
Total	494	222	175	95	262	225	142	143	104	102	395	46	40	13
EE	94	46	25	23	48	46	17	29	**	24	79	**	**	**
	19%	21%	14%	24%	18%	20%	12%	20%	**	23% a	20%	**	**	**
O2	65	30	25	10	40	25	7	23	**	18	50	**	**	**
	13%	14%	14%	11%	15%	11%	5%	16% a	**	17% a	13%	**	**	**
Vodafone	54	19	20	13	27	25	23	11	**	11	43	**	**	**
	11%	9%	12%	14%	10%	11%	16%	8%	**	10%	11%	**	**	**
Virgin Media	41	10	21	10	21	19	8	14	**	6	30	**	**	**
	8%	5%	12% a	10%	8%	8%	6%	10%	**	6%	8%	**	**	**
'3' / Three	35	13	10	11	22	13	16	7	**	3	27	**	**	**
	7%	6%	6%	11%	8%	6%	11%	5%	**	3%	7%	**	**	**
GiffGaff	33	21	8	4	8	22	4	12	**	11	25	**	**	**
	7%	9%	5%	5%	3%	10% a	3%	8%	**	11% a	6%	**	**	**
BT	30	18	9	3	17	13	14	8	**	4	26	**	**	**
	6%	8%	5%	3%	7%	6%	10%	5%	**	4%	7%	**	**	**
iD Mobile	23	11	9	3	13	10	14	5	**	2	16	**	**	**
	5%	5%	5%	3%	5%	4%	10% d	4%	**	2%	4%	**	**	**
Tesco Mobile	22	7	8	7	15	7	7	8	**	4	17	**	**	**
	5%	3%	4%	8%	6%	3%	5%	5%	**	4%	4%	**	**	**
Sky	20	11	8	1	9	10	8	5	**	4	16	**	**	**
	4%	5%	4%	1%	3%	4%	6%	3%	**	4%	4%	**	**	**
Plusnet	11	6	4	1	5	6	4	2	**	1	8	**	**	**
	2%	3%	3%	1%	2%	3%	3%	2%	**	1%	2%	**	**	**
TalkTalk	9	2	5	1	5	3	5	2	**	1	8	**	**	**
	2%	1%	3%	2%	2%	1%	3%	2%	**	1%	2%	**	**	**
Smarty	8	3	2	3	6	2	-	3	**	2	8	**	**	**
	2%	1%	1%	3%	2%	1%	-%	2%	**	2%	2%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 ~c	DE d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	515	230	183	101	281	226	169	137	87	118	417	47	38	13
Effective Weighted Sample	416	184	145	87	226	184	133	113	74	99	334	41	31	11
Total	494	222	175	95	262	225	142	143	104	102	395	46	40	13
Lycamobile	7 1%	4 2%	3 2%	- -%	4 2%	3 1%	2 2%	2 2%	** **	1 1%	7 2%	** **	** **	** **
Lebara	6 1%	3 1%	2 1%	1 1%	4 2%	2 1%	4 3%	1 *%	** **	1 1%	4 1%	** **	** **	** **
Asda Mobile	5 1%	4 2%	1 1%	- -%	4 2%	1 *%	1 1%	2 1%	** **	1 1%	4 1%	** **	** **	** **
Talkmobile	5 1%	3 1%	2 1%	- -%	2 1%	3 1%	1 1%	1 1%	** **	2 2%	4 1%	** **	** **	** **
Utility Warehouse	3 1%	3 1%	- -%	- -%	3 1%	- -%	1 1%	- -%	** **	2 2%	3 1%	** **	** **	** **
Other supplier	23 5%	7 3%	12 7%	4 4%	9 3%	14 6%	5 3%	9 6%	** **	6 6%	20 5%	** **	** **	** **

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	515	111	195	156	218	189
Effective Weighted Sample	416	86	156	129	176	150
Total	494	105	191	145	204	188
EE	94	18	46	25	31	46
	19%	17%	24%	17%	15%	24%
O2	65	18	24	13	25	27
	13%	17%	13%	9%	12%	14%
Vodafone	54	13	18	21	16	26
	11%	13%	9%	14%	8%	14%
Virgin Media	41	3	22	10	15	15
	8%	3%	12%	7%	7%	8%
'3' / Three	35	8	5	19	11	17
	7%	8%	2%	13%	5%	9%
			b			
GiffGaff	33	6	13	7	16	8
	7%	6%	7%	5%	8%	4%
BT	30	9	10	8	17	9
	6%	8%	5%	5%	8%	5%
iD Mobile	23	4	8	9	14	4
	5%	4%	4%	6%	7%	2%
Tesco Mobile	22	1	10	9	9	9
	5%	*%	5%	6%	4%	5%
Sky	20	3	9	7	13	4
	4%	2%	5%	5%	6%	2%
Plusnet	11	3	3	3	4	4
	2%	3%	2%	2%	2%	2%
TalkTalk	9	3	2	3	2	5
	2%	3%	1%	2%	1%	3%
Smarty	8	-	7	1	6	1
	2%	-%	3%	1%	3%	*%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
		a	b	c	a	b
Significance Level: 99%						
Unweighted total	515	111	195	156	218	189
Effective Weighted Sample	416	86	156	129	176	150
Total	494	105	191	145	204	188
Lycamobile	7	*	3	2	3	3
	1%	*%	2%	1%	1%	1%
Lebara	6	2	*	2	4	2
	1%	2%	*%	1%	2%	1%
Asda Mobile	5	4	1	-	5	*
	1%	4%	1%	-%	2%	*%
Talkmobile	5	2	1	1	4	1
	1%	2%	1%	1%	2%	1%
Utility Warehouse	3	2	-	-	3	-
	1%	2%	-%	-%	1%	-%
Other supplier	23	6	9	5	9	8
	5%	5%	5%	4%	4%	4%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	a	b	c	d	e
Unweighted total	2547	2119	428	2273	274	1407	1140	-	764	458	145	395	802
Effective Weighted Sample	2156	1782	388	1915	249	1192	967	-	717	436	137	341	661
Total	2557	2177	380	2312	245	1375	1182	-	614	687	129	335	810
Yes	363	305	59	316	47	279	84	**	63	66	22	50	162
	14%	14%	15%	14%	19%	20%	7%	**	10%	10%	17%	15%	20%
						b							ab
No	1999	1698	301	1813	186	1017	982	**	511	566	99	269	569
	78%	78%	79%	78%	76%	74%	83%	**	83%	82%	77%	80%	70%
						a			e	e		e	
Not sure	195	174	21	182	12	79	116	**	41	56	7	16	78
	8%	8%	5%	8%	5%	6%	10%	**	7%	8%	5%	5%	10%
						a							d

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	2547	531	452	370	247	188	175	170	91	137	247	903	915	2065	479	121
Effective Weighted Sample	2156	446	381	311	207	157	155	146	81	123	209	749	791	1747	407	98
Total	2557	535	471	394	251	192	155	161	88	124	242	922	916	2080	474	129
Yes	363	76	55	57	37	21	30	12	**	18	59	163	102	324	39	9
	14%	14%	12%	15%	15%	11%	20%	7%	**	15%	24%	18%	11%	16%	8%	7%
							g				cdef	cef		cef		
No	1999	417	392	305	188	160	112	131	**	96	129	677	772	1577	419	117
	78%	78%	83%	77%	75%	83%	72%	82%	**	78%	53%	73%	84%	76%	88%	90%
			f									a	abd	a	abd	abd
Not sure	195	42	24	32	25	12	13	18	**	9	54	82	42	178	16	4
	8%	8%	5%	8%	10%	6%	8%	11%	**	8%	22%	9%	5%	9%	3%	3%
								b			bcdef	ce		ce		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2547	697	941	906	1265	1254	751	748	387	631	2104	238	125	80
Effective Weighted Sample	2156	574	804	775	1068	1068	651	641	340	543	1774	204	111	68
Total	2557	673	959	922	1321	1211	695	726	528	576	2096	251	130	80
Yes	363	156	125	83	198	163	122	98	71	70	311	35	13	**
	14%	23%	13%	9%	15%	13%	18%	13%	13%	12%	15%	14%	10%	**
		bc	c				d							
No	1999	429	760	808	1036	945	520	567	431	460	1621	203	101	**
	78%	64%	79%	88%	78%	78%	75%	78%	82%	80%	77%	81%	77%	**
			a	ab										
Not sure	195	88	75	31	88	102	53	62	27	46	163	12	17	**
	8%	13%	8%	3%	7%	8%	8%	9%	5%	8%	8%	5%	13%	**
		bc	c										b	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2547	427	994	895	791	1302
Effective Weighted Sample	2156	354	839	772	668	1100
Total	2557	438	1020	881	790	1300
Yes	363	85	120	122	156	136
	14%	19%	12%	14%	20%	10%
		bc			b	
No	1999	324	842	668	575	1100
	78%	74%	83%	76%	73%	85%
			ac			a
Not sure	195	29	58	91	59	63
	8%	7%	6%	10%	7%	5%
				b		

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Up to 6 months	237	208	29	216	21	217	20	217	37	44	7	31	120
	8%	8%	6%	8%	7%	12%	2%	44%	5%	6%	4%	8%	11%
						b		ab					abc
7 to 12 months	304	252	52	264	39	277	27	277	50	46	16	43	151
	10%	10%	11%	10%	13%	15%	2%	56%	7%	6%	11%	11%	14%
						b		ab				b	ab
13 to 18 months	265	220	46	231	35	231	34	-	43	39	17	38	134
	9%	8%	10%	8%	11%	12%	3%	-%	6%	5%	11%	9%	13%
						bc	c				b	b	ab
1.5 years to 2 years	238	187	51	211	27	196	42	-	47	43	12	52	90
	8%	7%	11%	8%	9%	10%	4%	-%	7%	6%	8%	13%	9%
			a			bc	c					abe	
More than 2 years, up to 3 years	274	217	56	235	38	214	60	-	61	59	25	37	94
	9%	8%	12%	9%	13%	11%	5%	-%	9%	8%	16%	9%	9%
			a			bc	c				abde		
More than 3 years, up to 5 years	377	317	61	339	39	251	126	-	90	88	21	52	128
	12%	12%	13%	12%	13%	13%	11%	-%	13%	11%	14%	13%	12%
						c	c						
More than 5 years, up to 10 years	595	522	73	545	50	313	281	-	166	186	26	69	148
	19%	20%	16%	20%	16%	17%	24%	-%	24%	24%	17%	17%	14%
						c	ac		de	de			
More than 10 years	666	593	73	622	44	147	518	-	184	245	19	73	146
	22%	23%	16%	23%	14%	8%	44%	-%	26%	32%	13%	18%	14%
		b		b		c	ac		cde	cde			
Don't know/ can't remember	96	79	17	85	11	22	74	-	18	20	8	10	40
	3%	3%	4%	3%	4%	1%	6%	-%	3%	3%	5%	2%	4%
							ac						

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Up to 6 months	237	46	25	19	22	19	10	20	13	14	48	120	56	224	12	-
	8%	7%	5%	4%	7%	9%	6%	10%	11%	9%	14%	10%	5%	9%	2%	-%
								bc	bc		cdef	cef	ef	cef		
7 to 12 months	304	63	33	39	35	21	15	19	15	22	66	126	89	281	23	10
	10%	10%	6%	9%	11%	9%	9%	10%	13%	14%	19%	11%	8%	11%	5%	7%
										b	bcdef	e	e	e		
13 to 18 months	265	59	35	25	20	6	16	16	19	33	45	138	69	251	14	5
	9%	9%	7%	6%	7%	3%	9%	8%	16%	21%	13%	12%	7%	10%	3%	4%
		e					e	e	bcde	abcdefg	cef	cef	e	ce		
1.5 years to 2 years	238	32	37	33	28	10	11	16	18	20	47	91	68	207	30	12
	8%	5%	7%	8%	9%	4%	6%	8%	15%	13%	14%	8%	7%	8%	6%	9%
									abef	ae	bcde					
More than 2 years, up to 3 years	274	49	35	36	21	23	25	16	9	29	44	103	91	238	36	5
	9%	8%	7%	8%	7%	10%	14%	8%	8%	18%	13%	9%	9%	9%	7%	4%
							abd			abcdg	ef					
More than 3 years, up to 5 years	377	66	51	49	49	31	23	45	14	19	37	122	130	289	87	27
	12%	10%	10%	11%	16%	14%	13%	23%	12%	12%	11%	11%	12%	11%	17%	20%
					b			abcfi							bcd	abd
More than 5 years, up to 10 years	595	139	107	81	65	75	31	37	20	8	27	208	224	459	136	23
	19%	22%	20%	18%	21%	33%	17%	19%	18%	5%	8%	18%	21%	18%	27%	17%
		i	i	i	i	abcdfghi	i	i	i			a	a	a	abd	a
More than 10 years	666	163	191	151	52	34	41	18	5	6	3	216	295	514	151	46
	22%	26%	37%	34%	17%	15%	23%	9%	4%	4%	1%	19%	28%	20%	30%	34%
		degghi	adefghi	adefghi	hi	hi	ghi					a	abd	a	abd	abd
Don't know/ can't remember	96	18	9	9	13	7	7	9	3	8	24	27	29	80	14	8
	3%	3%	2%	2%	4%	3%	4%	5%	3%	5%	7%	2%	3%	3%	3%	6%
											bcde					

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Up to 6 months	237	109	83	44	125	109	68	66	44	58	196	20	17	**
	8%	12%	7%	4%	8%	8%	8%	8%	7%	8%	8%	7%	10%	**
		bc	c											
7 to 12 months	304	135	104	64	158	142	81	87	69	63	240	31	23	**
	10%	15%	9%	6%	10%	10%	10%	10%	11%	9%	10%	10%	13%	**
		bc												
13 to 18 months	265	119	99	47	147	116	89	70	55	50	220	26	15	**
	9%	13%	9%	5%	9%	8%	11%	8%	9%	7%	9%	9%	9%	**
		bc	c											
1.5 years to 2 years	238	99	75	63	137	101	76	70	46	44	205	14	14	**
	8%	11%	7%	6%	9%	7%	9%	8%	7%	6%	8%	5%	8%	**
		bc												
More than 2 years, up to 3 years	274	97	95	82	144	124	64	82	58	65	225	30	13	**
	9%	11%	8%	8%	9%	9%	8%	9%	9%	10%	9%	10%	8%	**
More than 3 years, up to 5 years	377	104	118	154	181	190	84	112	85	88	312	31	24	**
	12%	12%	10%	15%	11%	13%	10%	13%	13%	13%	13%	10%	14%	**
				b										
More than 5 years, up to 10 years	595	118	242	235	307	283	172	160	127	134	471	69	36	**
	19%	13%	21%	23%	19%	20%	21%	18%	20%	20%	19%	23%	21%	**
			a	a										
More than 10 years	666	73	292	301	335	326	184	198	129	147	540	72	23	**
	22%	8%	26%	30%	21%	23%	22%	23%	20%	22%	22%	24%	13%	**
			a	a								c		
Don't know/ can't remember	96	39	27	28	48	44	18	26	20	30	82	4	6	**
	3%	4%	2%	3%	3%	3%	2%	3%	3%	4%	3%	1%	3%	**
										a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Up to 6 months	237	59	79	71	98	91
	8%	11%	7%	7%	10%	6%
		bc			b	
7 to 12 months	304	63	124	89	118	118
	10%	12%	10%	9%	12%	8%
					b	
13 to 18 months	265	56	103	75	104	101
	9%	10%	9%	7%	10%	7%
					b	
1.5 years to 2 years	238	46	91	82	94	93
	8%	8%	8%	8%	9%	6%
					b	
More than 2 years, up to 3 years	274	56	105	96	91	126
	9%	10%	9%	9%	9%	8%
More than 3 years, up to 5 years	377	72	146	125	114	200
	12%	13%	12%	12%	11%	13%
More than 5 years, up to 10 years	595	85	261	200	181	329
	19%	16%	22%	20%	18%	22%
			a			
More than 10 years	666	91	277	244	169	397
	22%	17%	23%	24%	17%	27%
			a	a		a
Don't know/ can't remember	96	14	25	43	26	31
	3%	3%	2%	4%	3%	2%
				b		

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e
Unweighted total	367	285	82	315	52	269	98	-	81	55	29	69	139
Effective Weighted Sample	305	234	73	260	47	225	81	-	75	52	28	58	109
Total	357	284	73	313	44	262	96	-	66	80	28	59	131
This is my first contract with them	108	86	**	97	**	74	**	**	**	**	**	**	42
	30%	30%	**	31%	**	28%	**	**	**	**	**	**	32%
I have renewed my contract with them	229	182	**	199	**	169	**	**	**	**	**	**	81
	64%	64%	**	64%	**	64%	**	**	**	**	**	**	62%
Not sure	21	17	**	17	**	19	**	**	**	**	**	**	7
	6%	6%	**	5%	**	7%	**	**	**	**	**	**	6%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	367	78	57	56	34	32	27	7	9	45	73	149	104	326	41	18
Effective Weighted Sample	305	65	49	43	28	25	24	6	8	41	62	121	88	271	35	16
Total	357	68	63	55	34	32	25	8	9	40	68	146	105	318	39	16
This is my first contract with them	108	**	**	**	**	**	**	**	**	**	**	46	32	99	**	**
	30%	**	**	**	**	**	**	**	**	**	**	32%	30%	31%	**	**
I have renewed my contract with them	229	**	**	**	**	**	**	**	**	**	**	96	63	202	**	**
	64%	**	**	**	**	**	**	**	**	**	**	66%	60%	63%	**	**
Not sure	21	**	**	**	**	**	**	**	**	**	**	4	10	18	**	**
	6%	**	**	**	**	**	**	**	**	**	**	3%	10%	6%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	~c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	367	164	109	94	160	203	103	112	56	88	299	36	20	12
Effective Weighted Sample	305	132	96	78	135	167	93	92	47	72	249	29	19	9
Total	357	156	108	93	163	191	97	103	71	78	293	31	21	13
This is my first contract with them	108	48	35	**	55	53	29	29	**	**	91	**	**	**
	30%	31%	32%	**	34%	28%	30%	28%	**	**	31%	**	**	**
I have renewed my contract with them	229	104	67	**	104	122	61	69	**	**	183	**	**	**
	64%	66%	62%	**	64%	64%	63%	67%	**	**	62%	**	**	**
Not sure	21	5	7	**	4	16	6	6	**	**	19	**	**	**
	6%	3%	6%	**	3%	8%	7%	5%	**	**	6%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	367	75	131	136	130	175
Effective Weighted Sample	305	59	111	118	103	151
Total	357	77	129	128	130	166
This is my first contract with them	108	**	45	30	40	44
	30%	**	35%	24%	31%	27%
I have renewed my contract with them	229	**	77	88	83	112
	64%	**	60%	69%	64%	68%
Not sure	21	**	7	10	7	10
	6%	**	6%	8%	6%	6%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	~b	a	~b	c	a	~b	~c	~d	e
Unweighted total	515	414	101	439	76	515	-	515	102	62	28	93	235
Effective Weighted Sample	416	337	85	357	63	416	-	416	95	55	24	75	191
Total	494	417	77	436	58	494	-	494	81	85	21	69	242
Keep the same phone number	371	304	67	319	**	371	**	371	65	**	**	**	174
	75%	73%	87%	73%	**	75%	**	75%	80%	**	**	**	72%
			a										
Change phone number	122	112	10	117	**	122	**	122	17	**	**	**	67
	25%	27%	13%	27%	**	25%	**	25%	20%	**	**	**	28%
		b											

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	515	101	56	47	58	35	24	35	31	40	102	237	141	480	34	8
Effective Weighted Sample	416	79	45	39	47	30	21	26	25	33	81	189	117	387	30	8
Total	494	100	52	49	54	34	24	34	28	35	99	230	134	463	29	7
Keep the same phone number	371	65	**	**	**	**	**	**	**	**	68	176	106	350	**	**
	75%	65%	**	**	**	**	**	**	**	**	68%	77%	78%	75%	**	**
Change phone number	122	35	**	**	**	**	**	**	**	**	31	54	29	114	**	**
	25%	35%	**	**	**	**	**	**	**	**	32%	23%	22%	25%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	515	230	183	101	281	226	169	137	87	118	417	47	38	13
Effective Weighted Sample	416	184	145	87	226	184	133	113	74	99	334	41	31	11
Total	494	222	175	95	262	225	142	143	104	102	395	46	40	13
Keep the same phone number	371	167	134	69	209	157	116	114	**	73	301	**	**	**
	75%	75%	77%	72%	80%	70%	82%	80%	**	71%	76%	**	**	**
					b									
Change phone number	122	55	40	27	52	68	26	29	**	29	94	**	**	**
	25%	25%	23%	28%	20%	30%	18%	20%	**	29%	24%	**	**	**
					a									

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	515	111	195	156	218	189
Effective Weighted Sample	416	86	156	129	176	150
Total	494	105	191	145	204	188
Keep the same phone number	371	82	141	109	166	133
	75%	78%	74%	75%	81%	71%
Change phone number	122	23	50	36	39	55
	25%	22%	26%	25%	19%	29%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed their mobile number

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	~e
Unweighted total	119	107	12	112	7	119	-	119	21	16	3	15	65
Effective Weighted Sample	99	89	11	94	6	99	-	99	20	15	3	13	55
Total	122	112	10	117	6	122	-	122	17	25	3	11	67
Yes	32	30	**	31	**	32	**	32	**	**	**	**	**
	26%	26%	**	27%	**	26%	**	26%	**	**	**	**	**
No	68	63	**	65	**	68	**	68	**	**	**	**	**
	55%	56%	**	55%	**	55%	**	55%	**	**	**	**	**
Don't know	22	20	**	21	**	22	**	22	**	**	**	**	**
	18%	18%	**	18%	**	18%	**	18%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed their mobile number

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	119	29	11	13	18	8	4	11	6	3	33	49	27	109	10	3
Effective Weighted Sample	99	25	10	10	15	7	3	9	5	3	28	41	23	91	9	3
Total	122	35	11	11	17	8	3	12	7	3	31	54	29	114	9	2
Yes	32	**	**	**	**	**	**	**	**	**	**	**	**	31	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	28%	**	**
No	68	**	**	**	**	**	**	**	**	**	**	**	**	61	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	53%	**	**
Don't know	22	**	**	**	**	**	**	**	**	**	**	**	**	22	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	19%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed their mobile number

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	119	58	35	26	56	61	30	29	29	30	91	15	10	3
Effective Weighted Sample	99	48	30	22	46	52	25	25	25	25	75	12	9	3
Total	122	55	40	27	52	68	26	29	37	29	94	14	11	3
Yes	32	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**
No	68	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	22	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed their mobile number

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b
Significance Level: 99%						
Unweighted total	119	24	48	36	42	49
Effective Weighted Sample	99	21	39	31	36	40
Total	122	23	50	36	39	55
Yes	32	**	**	**	**	**
	26%	**	**	**	**	**
No	68	**	**	**	**	**
	55%	**	**	**	**	**
Don't know	22	**	**	**	**	**
	18%	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed their mobile number but requested a code

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	30	27	3	29	1	30	-	30	7	3	1	3	16
Effective Weighted Sample	24	22	3	23	1	24	-	24	7	3	1	3	13
Total	32	30	3	31	1	32	-	32	5	5	1	2	20
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed their mobile number but requested a code

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 ~d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	30	9	2	3	3	3	2	2	2	-	9	14	6	29	1	-
Effective Weighted Sample	24	7	2	2	3	3	2	2	2	-	8	10	6	23	1	-
Total	32	11	1	3	4	4	2	2	3	-	11	15	6	31	1	-
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed their mobile number but requested a code

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	30	16	8	6	16	14	13	4	7	6	24	5	1	-
Effective Weighted Sample	24	13	7	6	14	11	11	4	6	4	20	4	1	-
Total	32	16	11	5	16	16	12	5	9	7	27	5	1	-
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed their mobile number but requested a code

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b
Significance Level: 99%						
Unweighted total	30	4	16	9	8	14
Effective Weighted Sample	24	4	12	8	7	11
Total	32	4	16	10	7	16
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**
	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**
	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**
	**	**	**	**	**	**
Don't know	**	**	**	**	**	**
	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed their mobile number but requested a STAC code

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	13	12	1	13	-	13	-	13	4	-	-	2	7
Effective Weighted Sample	10	9	1	10	-	10	-	10	4	-	-	2	6
Total	14	13	1	14	-	14	-	14	3	-	-	1	10
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed their mobile number but requested a STAC code

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 ~d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	13	4	2	1	-	1	-	-	2	-	4	6	2	12	1	-
Effective Weighted Sample	10	3	2	1	-	1	-	-	2	-	4	4	2	9	1	-
Total	14	5	1	1	-	1	-	-	3	-	4	8	2	13	1	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed their mobile number but requested a STAC code

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	13	6	4	3	7	6	6	-	3	4	11	1	1	-
Effective Weighted Sample	10	5	3	3	6	4	5	-	3	3	9	1	1	-
Total	14	5	7	2	7	7	6	-	2	5	13	1	1	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed their mobile number but requested a STAC code

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~c	~a	~b
Unweighted total	13	2	8	3	5	6
Effective Weighted Sample	10	2	5	3	4	4
Total	14	2	8	4	4	7
Yes	**	**	**	**	**	**
	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed their mobile number but requested a STAC code

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	13	12	1	13	-	13	-	13	4	-	-	2	7
Effective Weighted Sample	10	9	1	10	-	10	-	10	4	-	-	2	6
Total	14	13	1	14	-	14	-	14	3	-	-	1	10
By text	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed their mobile number but requested a STAC code

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 ~d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	13	4	2	1	-	1	-	-	2	-	4	6	2	12	1	-
Effective Weighted Sample	10	3	2	1	-	1	-	-	2	-	4	4	2	9	1	-
Total	14	5	1	1	-	1	-	-	3	-	4	8	2	13	1	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed their mobile number but requested a STAC code

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	13	6	4	3	7	6	6	-	3	4	11	1	1	-
Effective Weighted Sample	10	5	3	3	6	4	5	-	3	3	9	1	1	-
Total	14	5	7	2	7	7	6	-	2	5	13	1	1	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed their mobile number but requested a STAC code

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b
Significance Level: 99%						
Unweighted total	13	2	8	3	5	6
Effective Weighted Sample	10	2	5	3	4	4
Total	14	2	8	4	4	7
By text	**	**	**	**	**	**
	**	**	**	**	**	**
By phone	**	**	**	**	**	**
	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**
	**	**	**	**	**	**
In store	**	**	**	**	**	**
	**	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their mobile number or requested a PAC code

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	411	320	91	341	70	411	-	411	83	49	26	79	178
Effective Weighted Sample	331	260	76	276	58	331	-	331	77	43	22	64	144
Total	389	320	68	336	53	389	-	389	66	64	19	59	184
By text	199	162	**	170	**	199	**	199	**	**	**	**	88
	51%	50%	**	51%	**	51%	**	51%	**	**	**	**	48%
By phone	122	98	**	103	**	122	**	122	**	**	**	**	66
	31%	31%	**	31%	**	31%	**	31%	**	**	**	**	36%
Through an online account	95	79	**	80	**	95	**	95	**	**	**	**	50
	24%	25%	**	24%	**	24%	**	24%	**	**	**	**	27%
In store	48	38	**	39	**	48	**	48	**	**	**	**	27
	12%	12%	**	12%	**	12%	**	12%	**	**	**	**	15%
Some other way	1	1	**	1	**	1	**	1	**	**	**	**	-
	*%	*%	**	*%	**	*%	**	*%	**	**	**	**	-%
Don't know	14	12	**	13	**	14	**	14	**	**	**	**	4
	4%	4%	**	4%	**	4%	**	4%	**	**	**	**	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their mobile number or requested a PAC code

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	411	77	45	36	41	29	22	26	26	37	74	195	117	386	24	5
Effective Weighted Sample	331	59	36	31	32	25	20	19	21	30	58	155	97	310	21	5
Total	389	71	41	40	38	29	22	24	23	32	74	184	109	367	20	4
By text	199	**	**	**	**	**	**	**	**	**	**	94	62	195	**	**
	51%	**	**	**	**	**	**	**	**	**	**	51%	56%	53%	**	**
By phone	122	**	**	**	**	**	**	**	**	**	**	72	19	115	**	**
	31%	**	**	**	**	**	**	**	**	**	**	39%	17%	31%	**	**
												c		c		
Through an online account	95	**	**	**	**	**	**	**	**	**	**	50	26	92	**	**
	24%	**	**	**	**	**	**	**	**	**	**	27%	24%	25%	**	**
In store	48	**	**	**	**	**	**	**	**	**	**	29	9	45	**	**
	12%	**	**	**	**	**	**	**	**	**	**	16%	8%	12%	**	**
Some other way	1	**	**	**	**	**	**	**	**	**	**	*	-	*	**	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	-%	*%	**	**
Don't know	14	**	**	**	**	**	**	**	**	**	**	4	4	11	**	**
	4%	**	**	**	**	**	**	**	**	**	**	2%	4%	3%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their mobile number or requested a PAC code

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ ~c	MALE a	FEMALE b	AB a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	411	181	152	77	231	174	144	112	61	91	339	34	28	10
Effective Weighted Sample	331	144	120	67	185	141	112	93	51	78	271	30	22	8
Total	389	177	140	71	216	169	121	119	71	75	316	33	29	10
By text	199	87	80	**	121	78	66	61	**	**	164	**	**	**
	51%	49%	57%	**	56%	46%	54%	51%	**	**	52%	**	**	**
By phone	122	68	39	**	52	70	39	33	**	**	100	**	**	**
	31%	38%	28%	**	24%	42%	32%	28%	**	**	32%	**	**	**
						a								
Through an online account	95	42	37	**	63	28	40	20	**	**	78	**	**	**
	24%	24%	26%	**	29%	17%	33%	17%	**	**	25%	**	**	**
					b		b							
In store	48	21	21	**	29	19	23	11	**	**	38	**	**	**
	12%	12%	15%	**	14%	11%	19%	9%	**	**	12%	**	**	**
Some other way	1	*	-	**	1	*	*	1	**	**	1	**	**	**
	*%	*%	-%	**	*%	*%	*%	1%	**	**	*%	**	**	**
Don't know	14	6	2	**	9	6	*	5	**	**	13	**	**	**
	4%	3%	1%	**	4%	3%	*%	4%	**	**	4%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their mobile number or requested a PAC code

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	411	89	154	126	180	148
Effective Weighted Sample	331	68	123	104	144	117
Total	389	85	148	116	170	143
By text	199	**	76	60	89	70
	51%	**	51%	51%	53%	49%
By phone	122	**	48	33	54	41
	31%	**	33%	28%	32%	29%
Through an online account	95	**	31	32	46	32
	24%	**	21%	27%	27%	22%
In store	48	**	19	18	27	16
	12%	**	13%	16%	16%	11%
Some other way	1	**	-	1	-	1
	*%	**	-%	1%	-%	1%
Don't know	14	**	5	6	3	7
	4%	**	3%	5%	2%	5%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for mobile phone network

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	1471	1053	418	1121	350	921	550	254	317	258	156	320	435
Effective Weighted Sample	1239	883	372	941	311	773	468	205	296	245	146	273	357
Total	1478	1115	364	1175	303	899	580	245	262	392	137	270	432
Yes	670	506	164	527	144	439	232	145	102	146	53	134	238
	45%	45%	45%	45%	47%	49%	40%	59%	39%	37%	39%	50%	55%
						b		ab				ab	abc
No	808	609	199	649	159	460	348	100	160	246	84	136	193
	55%	55%	55%	55%	53%	51%	60%	41%	61%	63%	61%	50%	45%
						c	ac		de	de	e		

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for mobile phone network

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	~h	i	a	b	c	d	e	~f
Unweighted total	1471	331	253	201	129	117	124	24	75	139	176	600	497	1273	196	46
Effective Weighted Sample	1239	278	213	167	108	99	112	20	65	121	150	493	428	1069	169	38
Total	1478	321	278	218	128	120	113	26	69	123	171	619	498	1288	188	45
Yes	670	165	108	94	62	43	50	**	**	60	104	304	192	600	71	**
	45%	51%	39%	43%	48%	36%	44%	**	**	49%	61%	49%	39%	47%	38%	**
		be									bcde	ce		c		
No	808	156	169	125	66	77	63	**	**	62	68	315	306	689	118	**
	55%	49%	61%	57%	52%	64%	56%	**	**	51%	39%	51%	61%	53%	62%	**
			a			a						a	abd	a	ab	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

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Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for mobile phone network

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted total	1471	476	575	418	688	765	427	447	228	351	1199	148	77	47
Effective Weighted Sample	1239	393	484	361	575	651	365	383	200	301	1009	126	67	38
Total	1478	467	588	421	718	743	391	441	309	320	1197	150	83	49
Yes	670	251	263	157	327	335	208	200	121	137	548	62	**	**
	45%	54%	45%	37%	45%	45%	53%	45%	39%	43%	46%	41%	**	**
		bc					cd							
No	808	216	325	265	392	408	183	241	188	183	649	88	**	**
	55%	46%	55%	63%	55%	55%	47%	55%	61%	57%	54%	59%	**	**
			a	a					a	a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for mobile phone network

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	1471	262	584	495	491	702
Effective Weighted Sample	1239	214	493	425	409	591
Total	1478	268	601	487	489	708
Yes	670	133	251	237	227	324
	45%	50%	42%	49%	46%	46%
No	808	135	350	250	262	384
	55%	50%	58%	51%	54%	54%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	691	487	204	510	181	463	228	154	126	101	66	166	235
Effective Weighted Sample	572	406	174	426	155	377	196	118	116	95	60	137	191
Total	670	506	164	527	144	439	232	145	102	146	53	134	238
Looked into deals with my existing provider at that time	245	172	74	180	65	159	87	41	41	52	**	57	70
	37%	34%	45%	34%	45%	36%	37%	28%	40%	36%	**	43%	29%
			a		a							e	
Signed up for a contract with my existing provider at that time	136	100	36	103	33	92	44	25	23	28	**	25	47
	20%	20%	22%	20%	23%	21%	19%	17%	23%	19%	**	19%	20%
Contacted my existing provider at that time	133	89	44	94	39	94	39	31	17	31	**	31	37
	20%	18%	27%	18%	27%	22%	17%	21%	17%	21%	**	23%	16%
			a		a								
Looked into deals with alternative provider/s	131	84	47	91	40	108	23	28	19	25	**	33	37
	20%	17%	29%	17%	28%	25%	10%	19%	19%	17%	**	25%	15%
			a		a	b		b					
Contacted alternative provider/s	64	35	29	37	27	61	3	30	5	9	**	29	17
	10%	7%	18%	7%	19%	14%	1%	21%	5%	6%	**	21%	7%
			a		a	b		b				abe	
Signed up for a contract with an alternative provider	39	27	12	27	12	38	1	22	2	9	**	16	12
	6%	5%	7%	5%	8%	9%	1%	15%	2%	6%	**	12%	5%
						b		b				a	
Something else	9	5	3	5	3	6	3	-	1	1	**	3	3
	1%	1%	2%	1%	2%	1%	1%	-%	1%	1%	**	2%	1%
I did not take any action	166	138	28	143	23	91	75	27	30	43	**	25	61
	25%	27%	17%	27%	16%	21%	33%	19%	30%	30%	**	19%	26%
		b		b			ac						
Can't remember	59	49	10	52	7	29	30	12	5	12	**	9	31
	9%	10%	6%	10%	5%	7%	13%	8%	5%	8%	**	7%	13%
						a							

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	MOBILE NETWORK									AGE					
		EE a	O2 b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	691	174	101	88	62	46	57	9	45	72	104	307	201	612	79	17
Effective Weighted Sample	572	145	85	73	51	39	49	7	38	59	88	247	169	504	69	13
Total	670	165	108	94	62	43	50	10	38	60	104	304	192	600	71	17
Looked into deals with my existing provider at that time	245 37%	60 37%	28 26%	** **	** **	** **	** **	** **	** **	** **	32 31%	109 36%	80 41%	220 37%	** **	** **
Signed up for a contract with my existing provider at that time	136 20%	33 20%	19 17%	** **	** **	** **	** **	** **	** **	** **	22 22%	48 16%	42 22%	112 19%	** **	** **
Contacted my existing provider at that time	133 20%	37 23% b	11 10%	** **	** **	** **	** **	** **	** **	** **	9 9%	61 20%	46 24% a	117 19%	** **	** **
Looked into deals with alternative provider/s	131 20%	27 16%	18 17%	** **	** **	** **	** **	** **	** **	** **	10 10%	65 22% a	41 21%	116 19%	** **	** **
Contacted alternative provider/s	64 10%	14 9%	9 8%	** **	** **	** **	** **	** **	** **	** **	5 5%	43 14%	14 7%	62 10%	** **	** **
Signed up for a contract with an alternative provider	39 6%	5 3%	8 7%	** **	** **	** **	** **	** **	** **	** **	6 5%	26 9%	7 3%	38 6%	** **	** **
Something else	9 1%	2 1%	1 1%	** **	** **	** **	** **	** **	** **	** **	* *%	3 1%	2 1%	6 1%	** **	** **
I did not take any action	166 25%	42 26%	34 31%	** **	** **	** **	** **	** **	** **	** **	23 22%	74 24%	50 26%	147 24%	** **	** **
Can't remember	59 9%	19 11%	9 9%	** **	** **	** **	** **	** **	** **	** **	17 16%	29 10%	9 5%	55 9%	** **	** **

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

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Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	691	258	266	167	332	350	231	211	95	150	571	61	40	19
Effective Weighted Sample	572	210	217	146	271	293	189	182	81	124	470	54	34	14
Total	670	251	263	157	327	335	208	200	121	137	548	62	43	19
Looked into deals with my existing provider at that time	245	76	106	63	119	123	89	75	**	44	195	**	**	**
	37%	30%	40%	40%	37%	37%	43%	37%	**	32%	36%	**	**	**
Signed up for a contract with my existing provider at that time	136	43	49	43	73	63	48	34	**	32	111	**	**	**
	20%	17%	19%	28%	22%	19%	23%	17%	**	23%	20%	**	**	**
Contacted my existing provider at that time	133	34	63	36	72	56	54	33	**	23	105	**	**	**
	20%	13%	24%	23%	22%	17%	26%	16%	**	17%	19%	**	**	**
			a	a										
Looked into deals with alternative provider/s	131	41	60	30	77	52	55	34	**	26	111	**	**	**
	20%	16%	23%	19%	23%	16%	26%	17%	**	19%	20%	**	**	**
Contacted alternative provider/s	64	28	31	5	43	21	33	11	**	9	54	**	**	**
	10%	11%	12%	3%	13%	6%	16%	5%	**	7%	10%	**	**	**
		c	c		b		bd							
Signed up for a contract with an alternative provider	39	18	17	4	24	14	16	9	**	8	35	**	**	**
	6%	7%	7%	2%	7%	4%	8%	5%	**	6%	6%	**	**	**
Something else	9	3	1	4	5	4	2	4	**	1	8	**	**	**
	1%	1%	1%	2%	1%	1%	1%	2%	**	*%	1%	**	**	**
I did not take any action	166	59	60	47	80	86	46	49	**	39	137	**	**	**
	25%	24%	23%	30%	24%	26%	22%	25%	**	29%	25%	**	**	**
Can't remember	59	34	17	8	23	36	11	21	**	11	48	**	**	**
	9%	14%	6%	5%	7%	11%	5%	10%	**	8%	9%	**	**	**
		bc												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	691	138	258	243	238	327
Effective Weighted Sample	572	110	214	205	193	274
Total	670	133	251	237	227	324
Looked into deals with my existing provider at that time	245	45	93	93	78	123
	37%	34%	37%	39%	34%	38%
Signed up for a contract with my existing provider at that time	136	33	54	43	49	62
	20%	25%	21%	18%	22%	19%
Contacted my existing provider at that time	133	27	52	41	57	61
	20%	20%	21%	17%	25%	19%
Looked into deals with alternative provider/s	131	22	42	57	43	65
	20%	17%	17%	24%	19%	20%
Contacted alternative provider/s	64	13	29	17	32	19
	10%	10%	12%	7%	14%	6%
					b	
Signed up for a contract with an alternative provider	39	11	13	13	20	13
	6%	8%	5%	5%	9%	4%
Something else	9	2	3	4	2	5
	1%	1%	1%	2%	1%	2%
I did not take any action	166	30	60	68	42	99
	25%	22%	24%	29%	19%	30%
						a
Can't remember	59	11	19	23	16	26
	9%	8%	7%	10%	7%	8%
Columns Tested: a,b,c - a,b						

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Agree strongly	793	655	138	703	90	484	309	124	183	196	40	114	267
	26%	25%	30%	26%	30%	26%	26%	25%	26%	25%	27%	28%	25%
Agree slightly	1000	857	143	902	98	654	346	180	215	243	43	135	372
	33%	33%	31%	33%	32%	35%	29%	36%	31%	32%	28%	33%	35%
						b		b					
Disagree slightly	528	455	73	481	47	327	201	87	124	127	32	62	186
	17%	18%	16%	18%	15%	18%	17%	18%	18%	16%	21%	15%	18%
Disagree strongly	361	310	51	328	33	232	129	62	96	112	19	45	92
	12%	12%	11%	12%	11%	12%	11%	13%	14%	14%	13%	11%	9%
									e	e			
Don't know	369	318	52	334	35	170	199	40	78	95	16	48	134
	12%	12%	11%	12%	12%	9%	17%	8%	11%	12%	10%	12%	13%
						ac							
TOTAL AGREE	1793	1512	281	1604	188	1138	654	304	398	439	83	249	639
	59%	58%	61%	58%	62%	61%	55%	62%	57%	57%	55%	62%	61%
						b							
TOTAL DISAGREE	889	764	124	809	79	559	329	149	220	238	51	107	278
	29%	29%	27%	29%	26%	30%	28%	30%	32%	31%	34%	26%	26%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Agree strongly	793	141	111	112	68	80	45	59	41	43	74	254	271	598	191	55
	26%	22%	21%	25%	22%	35%	25%	30%	36%	27%	22%	22%	26%	24%	38%	40%
						abcd		b	abd						abcd	abcd
Agree slightly	1000	213	169	136	100	75	64	62	31	59	120	411	321	851	149	34
	33%	34%	32%	31%	33%	33%	36%	32%	27%	37%	35%	36%	31%	33%	30%	25%
Disagree slightly	528	121	100	75	61	23	30	29	24	27	74	205	187	466	62	11
	17%	19%	19%	17%	20%	10%	17%	15%	20%	17%	22%	18%	18%	18%	12%	8%
		e	e		e				e		ef	ef	ef	ef		
Disagree strongly	361	75	68	65	39	26	18	19	5	18	27	157	144	328	33	9
	12%	12%	13%	15%	13%	11%	10%	10%	5%	12%	8%	14%	14%	13%	7%	7%
				h								ae	ae	ae		
Don't know	369	85	75	54	36	23	23	25	14	10	46	126	128	300	68	27
	12%	13%	14%	12%	12%	10%	13%	13%	12%	7%	13%	11%	12%	12%	14%	20%
			i													bd
TOTAL AGREE	1793	354	280	249	168	155	108	122	72	103	194	664	591	1450	340	88
	59%	56%	54%	56%	55%	69%	60%	62%	63%	65%	57%	58%	56%	57%	68%	65%
						abcd									abcd	
TOTAL DISAGREE	889	196	168	140	100	48	48	48	29	46	101	361	331	794	95	21
	29%	31%	32%	32%	33%	21%	27%	25%	25%	29%	30%	31%	31%	31%	19%	15%
		e	e	e	e						ef	ef	ef	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Agree strongly	793	194	263	333	477	310	206	213	186	180	638	89	45	**
	26%	22%	23%	33% ab	30% b	22%	25%	24%	29%	27%	26%	30%	27%	**
Agree slightly	1000	321	368	310	502	488	295	285	196	216	811	88	62	**
	33%	36%	32%	31%	32%	34%	35%	33%	31%	32%	33%	30%	37%	**
Disagree slightly	528	168	216	143	261	262	167	171	94	93	437	51	23	**
	17%	19% c	19% c	14%	16%	18%	20% d	20% d	15%	14%	18%	17%	13%	**
Disagree strongly	361	109	147	105	190	167	99	108	83	69	296	30	25	**
	12%	12%	13%	10%	12%	12%	12%	12%	13%	10%	12%	10%	15%	**
Don't know	369	102	140	126	153	210	71	93	74	120	309	38	15	**
	12%	11%	12%	12%	10%	15% a	8%	11%	12%	18% abc	12%	13%	9%	**
TOTAL AGREE	1793	515	631	643	979	798	501	497	382	397	1449	177	108	**
	59%	58%	56%	63% b	62% b	56%	60%	57%	60%	59%	58%	60%	63%	**
TOTAL DISAGREE	889	277	363	248	451	429	265	279	176	162	733	81	48	**
	29%	31% c	32% c	24%	28%	30%	32% d	32% d	28%	24%	29%	27%	28%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Agree strongly	793	129	339	248	290	367
	26%	24%	28%	24%	29%	25%
Agree slightly	1000	200	412	323	341	499
	33%	37%	34%	31%	34%	34%
Disagree slightly	528	89	186	198	154	270
	17%	16%	15%	19%	16%	18%
Disagree strongly	361	48	150	131	102	199
	12%	9%	12%	13%	10%	13%
Don't know	369	77	124	127	107	153
	12%	14%	10%	12%	11%	10%
TOTAL AGREE	1793	329	751	571	631	866
	59%	61%	62%	56%	63%	58%
			c		b	
TOTAL DISAGREE	889	137	336	328	256	468
	29%	25%	28%	32%	26%	31%
				a		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Agree strongly	1107	992	115	1051	56	661	446	166	290	296	32	121	375
	36%	38%	25%	38%	19%	35%	38%	34%	42%	38%	21%	30%	36%
		b		b					cde	cd			c
Agree slightly	1054	887	167	945	108	675	379	187	226	254	43	162	380
	35%	34%	36%	34%	36%	36%	32%	38%	32%	33%	29%	40%	36%
												ac	
Disagree slightly	515	413	102	436	79	336	178	95	105	113	40	74	184
	17%	16%	22%	16%	26%	18%	15%	19%	15%	15%	26%	18%	17%
			a		a						abe		
Disagree strongly	213	161	52	170	43	132	81	33	39	65	29	30	52
	7%	6%	11%	6%	14%	7%	7%	7%	6%	8%	19%	7%	5%
			a		a					e	abde		
Don't know	162	141	21	145	16	64	98	12	35	43	7	17	61
	5%	5%	5%	5%	5%	3%	8%	2%	5%	6%	5%	4%	6%
							ac						
TOTAL AGREE	2161	1879	282	1996	165	1336	826	353	516	550	75	283	755
	71%	72%	62%	73%	54%	71%	70%	71%	74%	71%	50%	70%	72%
		b		b					c	c		c	c
TOTAL DISAGREE	728	574	154	606	122	469	259	128	144	179	68	104	236
	24%	22%	34%	22%	40%	25%	22%	26%	21%	23%	45%	26%	22%
			a		a						abde		

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Agree strongly	1107	198	172	144	96	121	68	98	34	46	96	354	395	846	259	75
	36%	31%	33%	33%	32%	53%	38%	50%	29%	29%	28%	31%	38%	33%	51%	55%
						abcd fhi		abcd hi					ab		abcd	abcd
Agree slightly	1054	221	190	151	128	70	51	54	45	54	122	429	347	898	154	39
	35%	35%	36%	34%	42%	31%	29%	28%	39%	34%	36%	37%	33%	35%	31%	29%
					efg							e				
Disagree slightly	515	136	95	77	49	23	29	26	18	31	72	224	178	474	40	8
	17%	21%	18%	17%	16%	10%	16%	13%	16%	19%	21%	19%	17%	19%	8%	6%
		e	e							e	ef	ef	ef	ef		
Disagree strongly	213	49	29	46	14	6	18	5	14	22	23	87	77	187	26	3
	7%	8%	6%	10%	5%	3%	10%	2%	12%	14%	7%	8%	7%	7%	5%	2%
		eg		bdeg			eg		deg	bdeg						
Don't know	162	31	38	25	18	7	13	11	4	6	28	57	52	137	24	11
	5%	5%	7%	6%	6%	3%	7%	6%	3%	4%	8%	5%	5%	5%	5%	8%
TOTAL AGREE	2161	418	362	295	224	190	119	153	79	101	218	783	742	1744	413	114
	71%	66%	69%	67%	74%	84%	67%	78%	69%	64%	64%	68%	71%	69%	82%	84%
						abcd fhi		ac fi							abcd	abcd
TOTAL DISAGREE	728	185	124	123	63	29	47	31	32	52	95	311	256	662	65	11
	24%	29%	24%	28%	21%	13%	26%	16%	28%	33%	28%	27%	24%	26%	13%	8%
		deg	e	eg			e		eg	deg	ef	ef	ef	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Agree strongly	1107	267	363	474	587	511	286	283	238	288	900	108	67	**
	36%	30%	32%	47% ab	37%	36%	34%	33%	38%	42% ab	36%	36%	39%	**
Agree slightly	1054	332	399	321	562	485	316	315	211	204	862	97	59	**
	35%	37%	35%	32%	36%	34%	38% d	36% d	33%	30%	35%	33%	35%	**
Disagree slightly	515	190	215	110	253	254	151	160	102	97	424	45	29	**
	17%	21% c	19% c	11%	16%	18%	18%	18%	16%	14%	17%	15%	17%	**
Disagree strongly	213	61	87	66	117	93	54	73	46	40	173	25	11	**
	7%	7%	8%	6%	7%	6%	6%	8%	7%	6%	7%	9%	6%	**
Don't know	162	45	70	46	63	92	30	39	35	50	132	21	4	**
	5%	5%	6%	5%	4%	6% a	4%	5%	6%	7% a	5%	7%	3%	**
TOTAL AGREE	2161	599	763	796	1149	996	602	598	449	492	1762	205	126	**
	71%	67%	67%	78% ab	73%	69%	72%	69%	71%	73%	71%	69%	74%	**
TOTAL DISAGREE	728	250	302	175	370	348	204	232	148	137	596	71	40	**
	24%	28% c	27% c	17%	23%	24%	24%	27% d	23%	20%	24%	24%	23%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Agree strongly	1107 36%	184 34%	457 38%	371 36%	384 39%	547 37%
Agree slightly	1054 35%	197 36%	436 36%	344 34%	316 32%	539 36%
Disagree slightly	515 17%	103 19%	190 16%	173 17%	185 19%	240 16%
Disagree strongly	213 7%	33 6%	88 7%	70 7%	64 6%	106 7%
Don't know	162 5%	25 5%	41 3%	70 7% b	45 4%	56 4%
TOTAL AGREE	2161 71%	381 70%	892 74%	714 70%	700 70%	1086 73%
TOTAL DISAGREE	728 24%	136 25%	278 23%	242 24%	249 25%	345 23%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Agree strongly	928	805	123	849	78	518	409	141	207	248	33	119	326
	30%	31%	27%	31%	26%	28%	35% a	29%	30%	32%	22%	29%	31%
Agree slightly	1111	932	179	995	116	726	384	188	257	273	61	151	379
	36%	36%	39%	36%	38%	39% b	32%	38%	37%	35%	41%	37%	36%
Disagree slightly	570	481	89	506	64	374	196	99	122	143	28	83	197
	19%	19%	19%	18%	21%	20%	17%	20%	17%	19%	19%	21%	19%
Disagree strongly	253	210	43	224	29	164	90	41	70	54	21	28	80
	8%	8%	9%	8%	9%	9%	8%	8%	10%	7%	14% bde	7%	8%
Don't know	189	165	24	173	16	86	103	25	40	54	6	22	70
	6%	6%	5%	6%	5%	5%	9% ac	5%	6%	7%	4%	6%	7%
TOTAL AGREE	2038	1737	301	1844	194	1245	794	329	464	521	94	270	705
	67%	67%	66%	67%	64%	67%	67%	67%	67%	67%	63%	67%	67%
TOTAL DISAGREE	823	691	132	730	93	537	286	140	191	197	49	112	277
	27%	27%	29%	27%	31%	29% b	24%	28%	28%	26%	33%	28%	26%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Agree strongly	928	182	144	133	71	105	49	74	36	41	99	287	329	715	212	63
	30%	29%	28%	30%	23%	46%	27%	38%	31%	26%	29%	25%	31%	28%	42%	47%
						abcdfhi		bd					b		abcd	abcd
Agree slightly	1111	236	189	152	121	70	66	73	46	60	116	450	364	930	178	43
	36%	37%	36%	34%	40%	31%	37%	37%	40%	38%	34%	39%	35%	37%	35%	31%
Disagree slightly	570	127	102	81	65	34	33	25	24	30	70	238	197	505	65	9
	19%	20%	20%	18%	21%	15%	19%	13%	21%	19%	21%	21%	19%	20%	13%	7%
											ef	ef	ef	ef		
Disagree strongly	253	49	46	55	28	10	19	9	7	16	26	107	95	228	25	10
	8%	8%	9%	12%	9%	4%	11%	4%	6%	10%	8%	9%	9%	9%	5%	7%
				eg			e					e	e	e		
Don't know	189	40	42	23	19	8	12	15	2	11	30	69	67	166	24	10
	6%	6%	8%	5%	6%	4%	7%	8%	1%	7%	9%	6%	6%	7%	5%	8%
			h													
TOTAL AGREE	2038	418	333	285	192	175	114	147	82	101	215	738	692	1645	389	106
	67%	66%	64%	64%	63%	77%	64%	75%	71%	64%	63%	64%	66%	65%	77%	78%
						abcdfi		bcd							abcd	abcd
TOTAL DISAGREE	823	176	148	136	93	44	53	33	32	46	97	345	291	733	90	19
	27%	28%	28%	31%	31%	19%	30%	17%	28%	29%	28%	30%	28%	29%	18%	14%
		g	g	eg	eg		g			g	ef	ef	ef	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Agree strongly	928	247	289	391	503	419	227	237	223	234	754	97	51	**
	30%	28%	25%	38% ab	32%	29%	27%	27%	35% ab	34% ab	30%	33%	30%	**
Agree slightly	1111	315	437	356	589	513	326	335	194	245	916	96	66	**
	36%	35%	39%	35%	37%	36%	39% c	39% c	31%	36%	37%	32%	39%	**
Disagree slightly	570	186	235	149	287	274	178	176	119	93	456	54	34	**
	19%	21% c	21% c	15%	18%	19%	21% d	20% d	19%	14%	18%	18%	20%	**
Disagree strongly	253	88	96	70	125	123	62	73	56	56	208	25	14	**
	8%	10%	8%	7%	8%	9%	7%	8%	9%	8%	8%	8%	8%	**
Don't know	189	60	77	53	78	107	43	50	40	50	157	23	5	**
	6%	7%	7%	5%	5%	7% a	5%	6%	6%	7%	6%	8%	3%	**
TOTAL AGREE	2038	562	726	746	1092	931	553	572	417	478	1670	194	118	**
	67%	63%	64%	73% ab	69%	65%	66%	66%	66%	71%	67%	65%	69%	**
TOTAL DISAGREE	823	273	331	218	413	397	241	248	175	150	663	80	48	**
	27%	31% c	29% c	21%	26%	28%	29% d	29% d	28%	22%	27%	27%	28%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Agree strongly	928	171	409	270	338	441
	30%	31%	34%	26%	34%	30%
			c			
Agree slightly	1111	205	452	372	351	554
	36%	38%	37%	36%	35%	37%
Disagree slightly	570	91	202	221	181	292
	19%	17%	17%	21%	18%	20%
			b			
Disagree strongly	253	39	95	91	71	128
	8%	7%	8%	9%	7%	9%
Don't know	189	36	54	72	54	73
	6%	7%	4%	7%	5%	5%
			b			
TOTAL AGREE	2038	376	861	642	689	995
	67%	69%	71%	63%	69%	67%
		c	c			
TOTAL DISAGREE	823	130	297	312	252	420
	27%	24%	24%	30%	25%	28%
			ab			

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Agree strongly	449	376	73	390	60	274	175	95	59	111	27	64	190
	15%	15%	16%	14%	20%	15%	15%	19%	9%	14%	18%	16%	18%
					a					a	a	a	a
Agree slightly	768	651	116	686	82	482	286	147	150	174	37	111	304
	25%	25%	25%	25%	27%	26%	24%	30%	22%	22%	24%	27%	29%
													ab
Disagree slightly	811	687	124	729	82	528	283	115	199	205	46	96	267
	27%	26%	27%	27%	27%	28%	24%	23%	29%	27%	30%	24%	25%
						b							
Disagree strongly	772	661	110	711	60	475	297	105	234	220	30	101	194
	25%	25%	24%	26%	20%	25%	25%	21%	34%	28%	20%	25%	18%
									cde	e		e	
Don't know	251	218	33	232	19	110	141	31	53	62	11	33	97
	8%	8%	7%	8%	6%	6%	12%	6%	8%	8%	8%	8%	9%
						ac							
TOTAL AGREE	1217	1027	189	1075	142	755	461	242	209	285	63	175	494
	40%	40%	41%	39%	47%	40%	39%	49%	30%	37%	42%	43%	47%
					a			ab		a	a	a	ab
TOTAL DISAGREE	1583	1348	235	1441	142	1003	580	220	433	425	75	196	461
	52%	52%	51%	52%	47%	54%	49%	45%	62%	55%	50%	49%	44%
						c			bcde	e			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Agree strongly	449	107	64	73	36	28	20	24	25	34	80	205	111	396	52	16
	15%	17%	12%	16%	12%	12%	11%	12%	21%	21%	23%	18%	11%	16%	10%	12%
									b	bdf	cdef	ce		ce		
Agree slightly	768	162	141	103	93	47	52	39	23	48	92	353	239	684	82	21
	25%	26%	27%	23%	31%	21%	29%	20%	20%	30%	27%	31%	23%	27%	16%	16%
					g						e	cef	e	cef		
Disagree slightly	811	172	129	120	84	63	41	50	33	34	88	283	301	672	140	37
	27%	27%	25%	27%	28%	28%	23%	26%	29%	21%	26%	25%	29%	26%	28%	27%
Disagree strongly	772	151	139	105	66	73	49	61	29	29	43	227	310	580	189	41
	25%	24%	27%	24%	22%	32%	27%	31%	25%	18%	13%	20%	30%	23%	38%	30%
						di		i				a	abd	a	abcd	ab
Don't know	251	42	51	42	25	15	17	21	6	14	39	84	88	211	40	20
	8%	7%	10%	10%	8%	7%	10%	11%	5%	9%	11%	7%	8%	8%	8%	15%
																bd
TOTAL AGREE	1217	270	205	176	129	76	72	63	47	82	171	559	350	1080	135	37
	40%	42%	39%	40%	42%	33%	40%	32%	41%	52%	50%	48%	33%	42%	27%	27%
										bceg	cdef	cdef	e	cef		
TOTAL DISAGREE	1583	323	268	225	150	136	90	111	63	63	131	509	612	1252	329	78
	52%	51%	51%	51%	49%	60%	50%	57%	54%	40%	38%	44%	58%	49%	65%	58%
		i	i			i		i					abd	ab	abcd	ab

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Agree strongly	449	181	169	99	240	204	136	110	101	98	366	49	22	**
	15%	20% bc	15% c	10%	15%	14%	16%	13%	16%	15%	15%	17%	13%	**
Agree slightly	768	260	306	201	403	356	230	209	159	166	611	83	46	**
	25%	29% c	27% c	20%	25%	25%	27%	24%	25%	25%	25%	28%	27%	**
Disagree slightly	811	228	293	290	421	388	248	267	136	152	673	67	45	**
	27%	25%	26%	29%	27%	27%	30% cd	31% cd	22%	22%	27%	23%	27%	**
Disagree strongly	772	154	266	349	416	348	181	213	186	184	631	71	49	**
	25%	17%	23% a	34% ab	26%	24%	22%	25%	30% a	27% a	25%	24%	29%	**
Don't know	251	72	100	78	102	140	42	71	50	77	210	26	9	**
	8%	8%	9%	8%	6%	10% a	5%	8% a	8%	11% a	8%	9%	5%	**
TOTAL AGREE	1217	440	475	300	643	560	365	319	260	265	977	132	67	**
	40%	49% bc	42% c	29%	41%	39%	44% b	37%	41%	39%	39%	45%	39%	**
TOTAL DISAGREE	1583	382	559	639	837	736	430	480	322	336	1304	138	94	**
	52%	43%	49% a	63% ab	53%	51%	51%	55%	51%	50%	52%	47%	55%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Agree strongly	449	98	170	143	188	162
	15%	18%	14%	14%	19%	11%
					b	
Agree slightly	768	145	308	253	245	362
	25%	27%	25%	25%	25%	24%
Disagree slightly	811	136	325	287	242	436
	27%	25%	27%	28%	24%	29%
						a
Disagree strongly	772	115	340	251	249	428
	25%	21%	28%	24%	25%	29%
			a			
Don't know	251	49	68	93	71	99
	8%	9%	6%	9%	7%	7%
		b		b		
TOTAL AGREE	1217	243	478	396	432	524
	40%	45%	39%	39%	43%	35%
					b	
TOTAL DISAGREE	1583	251	666	538	491	865
	52%	46%	55%	52%	49%	58%
			a			a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3062	2533	529	2712	350	1922	1140	515	866	520	173	488	1037
Effective Weighted Sample	2573	2119	472	2272	311	1608	967	416	812	491	161	416	852
Total	3051	2594	457	2748	303	1868	1182	494	695	772	150	404	1051
Very confident	988	858	130	912	76	591	397	177	241	246	33	134	342
	32%	33%	28%	33%	25%	32%	34%	36%	35%	32%	22%	33%	33%
				b					c			c	c
Fairly confident	1403	1190	213	1258	145	905	498	237	308	359	65	185	495
	46%	46%	47%	46%	48%	48%	42%	48%	44%	47%	43%	46%	47%
					b								
Not very confident	412	338	74	359	54	254	158	55	94	101	31	56	133
	14%	13%	16%	13%	18%	14%	13%	11%	14%	13%	21%	14%	13%
											e		
Not at all confident	129	107	22	112	17	75	54	17	27	34	14	14	40
	4%	4%	5%	4%	5%	4%	5%	4%	4%	4%	9%	4%	4%
											ade		
Don't know	118	99	19	107	12	42	76	7	25	32	8	15	41
	4%	4%	4%	4%	4%	2%	6%	1%	4%	4%	5%	4%	4%
							ac						
TOTAL CONFIDENT	2391	2049	342	2170	221	1497	894	414	549	606	97	319	837
	78%	79%	75%	79%	73%	80%	76%	84%	79%	78%	65%	79%	80%
						b		b	c	c		c	c
TOTAL NOT CONFIDENT	541	446	96	471	70	329	212	73	122	135	45	70	173
	18%	17%	21%	17%	23%	18%	18%	15%	18%	17%	30%	17%	16%
					a						abde		

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	h	i	a	b	c	d	e	f
Unweighted total	3062	632	508	417	305	223	199	205	122	177	349	1140	1056	2545	513	129
Effective Weighted Sample	2573	525	427	350	253	187	176	172	106	155	290	937	908	2133	436	104
Total	3051	635	523	443	304	227	179	195	115	159	341	1152	1050	2543	503	136
Very confident	988	174	150	124	99	102	50	100	39	42	99	346	353	798	189	53
	32%	27%	29%	28%	32%	45%	28%	51%	34%	26%	29%	30%	34%	31%	38%	39%
						abcdfi		abcdfhi							abd	
Fairly confident	1403	307	232	209	147	94	90	77	48	78	158	555	477	1189	211	57
	46%	48%	44%	47%	48%	42%	50%	40%	41%	49%	46%	48%	45%	47%	42%	42%
Not very confident	412	103	89	60	38	14	26	11	21	25	50	170	132	352	60	12
	14%	16%	17%	13%	12%	6%	15%	6%	18%	16%	15%	15%	13%	14%	12%	9%
		eg	eg	eg			eg		eg	eg						
Not at all confident	129	29	29	28	8	8	8	2	5	5	12	52	48	112	17	3
	4%	5%	6%	6%	3%	4%	5%	1%	4%	3%	4%	4%	5%	4%	3%	2%
			g	g												
Don't know	118	21	23	22	13	8	4	5	2	8	22	29	40	92	26	11
	4%	3%	4%	5%	4%	4%	2%	3%	2%	5%	7%	3%	4%	4%	5%	8%
											bd				b	bd
TOTAL CONFIDENT	2391	482	383	333	246	196	140	177	87	120	256	901	830	1987	399	110
	78%	76%	73%	75%	81%	87%	78%	91%	76%	76%	75%	78%	79%	78%	79%	81%
						abchi		abcdfhi								
TOTAL NOT CONFIDENT	541	132	118	88	46	22	34	13	26	30	62	222	180	464	78	15
	18%	21%	23%	20%	15%	10%	19%	7%	22%	19%	18%	19%	17%	18%	15%	11%
		eg	deg	eg	g		eg		eg	eg						

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3062	927	1124	1007	1546	1480	920	885	474	749	2521	285	163	93
Effective Weighted Sample	2573	758	949	861	1293	1251	785	753	413	642	2108	244	142	78
Total	3051	895	1134	1017	1583	1436	837	870	632	678	2490	296	170	93
Very confident	988	265	349	373	531	451	236	257	224	259	796	95	72	**
	32%	30%	31%	37% ab	34%	31%	28%	30%	35% a	38% ab	32%	32%	42% a	**
Fairly confident	1403	404	558	437	719	670	416	423	265	291	1142	140	70	**
	46%	45%	49% c	43%	45%	47%	50% cd	49%	42%	43%	46%	47%	41%	**
Not very confident	412	138	145	130	216	192	126	122	86	73	342	36	19	**
	14%	15%	13%	13%	14%	13%	15%	14%	14%	11%	14%	12%	11%	**
Not at all confident	129	50	42	37	59	66	37	41	31	18	112	12	4	**
	4%	6%	4%	4%	4%	5%	4%	5%	5%	3%	5%	4%	3%	**
Don't know	118	37	40	41	57	56	23	27	26	36	98	14	5	**
	4%	4%	3%	4%	4%	4%	3%	3%	4%	5% a	4%	5%	3%	**
TOTAL CONFIDENT	2391	669	907	810	1250	1121	651	681	489	550	1938	235	141	**
	78%	75%	80% a	80%	79%	78%	78%	78%	77%	81%	78%	79%	83%	**
TOTAL NOT CONFIDENT	541	188	187	166	275	258	162	162	117	91	454	48	24	**
	18%	21% bc	17%	16%	17%	18%	19% d	19% d	19%	13%	18%	16%	14%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3062	538	1189	1051	1009	1491
Effective Weighted Sample	2573	441	995	901	844	1250
Total	3051	543	1211	1026	994	1488
Very confident	988	200	399	299	348	474
	32%	37%	33%	29%	35%	32%
		c				
Fairly confident	1403	236	605	447	446	691
	46%	44%	50%	44%	45%	46%
			c			
Not very confident	412	78	128	173	139	207
	14%	14%	11%	17%	14%	14%
			b			
Not at all confident	129	11	52	54	38	67
	4%	2%	4%	5%	4%	4%
			a			
Don't know	118	18	28	53	24	49
	4%	3%	2%	5%	2%	3%
			b			
TOTAL CONFIDENT	2391	436	1004	746	794	1165
	78%	80%	83%	73%	80%	78%
		c	c			
TOTAL NOT CONFIDENT	541	89	180	227	177	274
	18%	16%	15%	22%	18%	18%
			ab			

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	579 23%	116 28% b	463 23%	180 27% b	399 22%	342 25%	237 22%	82 26%	45 20%	206 28% bd	155 19%	30 20%	80 21%	111 28% bd
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1335 54%	188 46%	1147 56% a	327 49%	1008 56% a	785 57% b	550 51%	181 57%	136 62% b	435 58% e	440 54% e	75 50%	218 57% e	177 45%
Ultrafast broadband - the download speed is 100MB/second or higher	388 16%	83 20% b	305 15%	109 16%	279 15%	194 14%	194 18% a	46 15%	31 14%	67 9%	153 19% a	34 23% a	57 15% a	81 21% a
Don't know	162 7%	24 6%	137 7%	47 7%	115 6%	69 5%	93 9% acd	7 2%	7 3%	41 5%	65 8%	11 7%	25 7%	23 6%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	579	164	127	57	70	27	50	**	26	199	211	436	141	59
	23%	26%	24%	10%	31%	26%	38%	**	23%	22%	22%	22%	30%	48%
		c	c		c	c	abc						bcd	abcde
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1335	365	336	232	129	64	69	**	47	527	520	1094	238	43
	54%	57%	63%	41%	57%	61%	54%	**	42%	57%	55%	55%	51%	36%
		c	c		c	c	c			af	af	af	f	
Ultrafast broadband - the download speed is 100MB/second or higher	388	60	34	239	10	6	4	**	27	153	155	335	50	7
	16%	9%	7%	42%	4%	6%	3%	**	24%	17%	16%	17%	11%	6%
				abdef					ef	ef	ef	ef		
Don't know	162	47	33	36	19	8	6	**	12	42	66	119	41	12
	7%	7%	6%	6%	8%	8%	5%	**	11%	5%	7%	6%	9%	10%
									b				b	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	579 23%	114 21%	206 21%	257 27% ab	306 23%	266 24%	165 24%	155 22%	112 22%	141 27%	470 23%	57 24%	30 22%	** **
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1335 54%	309 57%	532 55%	491 52%	738 56%	587 53%	366 53%	413 57% d	284 55%	261 50%	1072 53%	136 57%	84 61%	** **
Ultrafast broadband - the download speed is 100MB/second or higher	388 16%	89 17%	172 18% c	124 13%	224 17%	160 14%	115 17%	110 15%	90 17%	71 14%	329 16%	32 13%	14 10%	** **
Don't know	162 7%	26 5%	56 6%	79 8% a	56 4%	103 9% a	39 6%	42 6%	31 6%	47 9%	137 7%	13 5%	9 6%	** **

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	579	93	260	163	171	295
	23%	24%	25% c	20%	24%	22%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1335	215	558	457	381	738
	54%	55%	54%	55%	53%	56%
Ultrafast broadband - the download speed is 100MB/ second or higher	388	57	148	156	109	214
	16%	15%	14%	19%	15%	16%
Don't know	162	24	60	57	53	78
	7%	6%	6%	7%	7%	6%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
In the last 3 months	43	22	21	25	18	28	16	23	9	7	6	2	6	22
	2%	5%	1%	4%	1%	2%	1%	7%	4%	1%	1%	2%	2%	5%
		b		b				ab	b					abd
In the last 4-6 months	50	20	30	23	27	41	9	31	11	7	10	2	13	18
	2%	5%	1%	3%	2%	3%	1%	10%	5%	1%	1%	1%	3%	5%
		b		b		b		ab	b				a	ab
In the last 7-12 months	102	44	58	64	38	73	29	36	15	12	13	5	33	40
	4%	11%	3%	10%	2%	5%	3%	11%	7%	2%	2%	3%	9%	10%
		b		b		b		ab	b				ab	abc
In the last 1-2 years	137	40	97	62	76	68	69	15	10	23	44	5	26	39
	6%	10%	5%	9%	4%	5%	6%	5%	4%	3%	5%	3%	7%	10%
		b		b									a	abc
In the last 3-5 years	267	66	201	96	171	134	133	29	20	62	95	10	38	64
	11%	16%	10%	14%	9%	10%	12%	9%	9%	8%	12%	7%	10%	16%
		b		b										acd
In the last 6-10 years	450	60	390	101	349	239	211	51	44	137	164	27	68	58
	18%	15%	19%	15%	19%	17%	20%	16%	20%	18%	20%	18%	18%	15%
Over 10 years ago	1357	144	1213	265	1092	779	579	123	101	479	470	93	191	138
	55%	35%	59%	40%	61%	56%	54%	39%	46%	64%	58%	62%	50%	35%
			a		a	cd	c			de	e	de	e	
Don't know	56	14	42	27	29	28	29	9	8	22	10	6	5	14
	2%	4%	2%	4%	2%	2%	3%	3%	4%	3%	1%	4%	1%	4%
				b										
SUMMARY														
LAST 12 MONTHS	195	86	109	111	84	142	53	90	35	26	29	9	52	80
	8%	21%	5%	17%	5%	10%	5%	28%	16%	3%	4%	6%	14%	20%
		b		b		b		abd	ab				abc	abcd
LAST 1-5 YEARS	404	106	299	158	247	202	202	44	29	85	139	15	64	103
	16%	26%	15%	24%	14%	15%	19%	14%	13%	11%	17%	10%	17%	26%
		b		b			a				a		a	abcd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
		a	b	a	b	a	b	c	d	a	b	c	d	e
Significance Level: 99%														
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
LAST 6-10 YEARS	450	60	390	101	349	239	211	51	44	137	164	27	68	58
	18%	15%	19%	15%	19%	17%	20%	16%	20%	18%	20%	18%	18%	15%
OVER 10 YEARS AGO	1357	144	1213	265	1092	779	579	123	101	479	470	93	191	138
	55%	35%	59%	40%	61%	56%	54%	39%	46%	64%	58%	62%	50%	35%
			a		a	cd	c			de	e	de	e	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

	BROADBAND SUPPLIER								AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
In the last 3 months	43	14	7	7	3	2	1	**	7	29	8	43	-	-
	2%	2%	1%	1%	1%	2%	1%	**	6%	3%	1%	2%	-%	-%
									cdef	ce		ce		
In the last 4-6 months	50	9	11	11	2	6	1	**	5	32	8	45	3	2
	2%	1%	2%	2%	1%	6%	1%	**	5%	3%	1%	2%	1%	2%
						ad			ce	ce		c		
In the last 7-12 months	102	19	14	17	14	14	7	**	13	69	19	101	1	-
	4%	3%	3%	3%	6%	13%	5%	**	12%	7%	2%	5%	*%	-%
						abc			cdef	cdef	e	cef		
In the last 1-2 years	137	38	31	26	10	9	3	**	19	75	39	133	5	*
	6%	6%	6%	5%	4%	8%	2%	**	17%	8%	4%	7%	1%	*%
									bcdef	cef	e	cef		
In the last 3-5 years	267	87	44	51	24	13	12	**	14	154	71	240	27	8
	11%	14%	8%	9%	11%	12%	9%	**	13%	17%	7%	12%	6%	6%
		b							e	cdef		ce		
In the last 6-10 years	450	136	98	97	43	12	20	**	17	190	173	380	68	17
	18%	21%	18%	17%	19%	12%	16%	**	15%	21%	18%	19%	14%	14%
									e					
Over 10 years ago	1357	320	313	343	124	48	80	**	31	344	617	992	363	92
	55%	50%	59%	61%	54%	46%	62%	**	27%	37%	65%	50%	77%	76%
			ae	ae			ae				abd	ab	abcd	abd
Don't know	56	13	13	11	7	1	5	**	6	27	17	50	5	2
	2%	2%	2%	2%	3%	1%	4%	**	5%	3%	2%	3%	1%	2%
									e					
SUMMARY														
LAST 12 MONTHS	195	42	32	36	19	22	9	**	26	130	34	190	4	2
	8%	7%	6%	6%	8%	21%	7%	**	23%	14%	4%	10%	1%	2%
						abcdf			bcdef	cdef	e	cef		
LAST 1-5 YEARS	404	125	74	77	35	22	15	**	33	230	110	373	32	8
	16%	20%	14%	14%	15%	20%	11%	**	30%	25%	12%	19%	7%	7%
		c							cdef	cdef	e	cef		
Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f														

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
LAST 6-10 YEARS	450	136	98	97	43	12	20	**	17	190	173	380	68	17
	18%	21%	18%	17%	19%	12%	16%	**	15%	21% e	18%	19%	14%	14%
OVER 10 YEARS AGO	1357	320	313	343	124	48	80	**	31	344	617	992	363	92
	55%	50%	59%	61%	54%	46%	62%	**	27%	37%	65%	50%	77%	76%
			ae	ae			ae				abd	ab	abcd	abd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
In the last 3 months	43	23	16	4	24	19	11	14	11	8	37	4	2	**
	2%	4%	2%	*%	2%	2%	2%	2%	2%	2%	2%	2%	1%	**
		bc	c											
In the last 4-6 months	50	24	21	4	26	24	13	9	17	9	43	5	1	**
	2%	4%	2%	*%	2%	2%	2%	1%	3%	2%	2%	2%	*%	**
		bc	c											
In the last 7-12 months	102	48	40	13	62	39	33	24	26	20	80	12	6	**
	4%	9%	4%	1%	5%	3%	5%	3%	5%	4%	4%	5%	4%	**
		bc	c											
In the last 1-2 years	137	63	52	22	72	66	38	37	28	33	108	12	12	**
	6%	12%	5%	2%	5%	6%	6%	5%	5%	6%	5%	5%	9%	**
		bc	c											
In the last 3-5 years	267	112	98	56	129	136	45	93	64	64	220	21	17	**
	11%	21%	10%	6%	10%	12%	7%	13%	12%	12%	11%	9%	12%	**
		bc	c					a	a	a				
In the last 6-10 years	450	90	204	154	226	218	112	126	105	106	366	38	26	**
	18%	17%	21%	16%	17%	20%	16%	17%	20%	20%	18%	16%	19%	**
			c											
Over 10 years ago	1357	161	506	689	762	583	418	398	260	265	1110	142	67	**
	55%	30%	52%	72%	58%	52%	61%	55%	50%	51%	55%	60%	49%	**
			a	ab	b		cd							
Don't know	56	17	28	9	24	32	15	19	7	14	43	5	8	**
	2%	3%	3%	1%	2%	3%	2%	3%	1%	3%	2%	2%	6%	**
		c	c											
SUMMARY														
LAST 12 MONTHS	195	96	77	21	111	82	57	47	54	36	160	20	8	**
	8%	18%	8%	2%	8%	7%	8%	7%	10%	7%	8%	8%	6%	**
		bc	c											
LAST 1-5 YEARS	404	176	151	78	201	202	83	130	92	97	328	33	29	**
	16%	33%	16%	8%	15%	18%	12%	18%	18%	19%	16%	14%	21%	**
		bc	c					a	a	a				
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
LAST 6-10 YEARS	450	90	204	154	226	218	112	126	105	106	366	38	26	**
	18%	17%	21%	16%	17%	20%	16%	17%	20%	20%	18%	16%	19%	**
			c											
OVER 10 YEARS AGO	1357	161	506	689	762	583	418	398	260	265	1110	142	67	**
	55%	30%	52%	72%	58%	52%	61%	55%	50%	51%	55%	60%	49%	**
			a	ab	b		cd							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
In the last 3 months	43	9	16	15	16	13
	2%	2%	2%	2%	2%	1%
In the last 4-6 months	50	11	24	10	22	13
	2%	3%	2%	1%	3%	1%
					b	
In the last 7-12 months	102	24	40	28	40	36
	4%	6%	4%	3%	6%	3%
					b	
In the last 1-2 years	137	26	61	44	41	65
	6%	7%	6%	5%	6%	5%
In the last 3-5 years	267	57	117	70	85	129
	11%	15%	11%	8%	12%	10%
		c				
In the last 6-10 years	450	95	191	123	121	250
	18%	24%	19%	15%	17%	19%
		c				
Over 10 years ago	1357	161	561	517	376	790
	55%	41%	55%	62%	53%	60%
			a	ab		a
Don't know	56	8	15	26	13	28
	2%	2%	1%	3%	2%	2%
SUMMARY						
LAST 12 MONTHS	195	43	80	53	79	62
	8%	11%	8%	6%	11%	5%
		c			b	
LAST 1-5 YEARS	404	83	178	114	126	194
	16%	21%	17%	14%	18%	15%
		c				
LAST 6-10 YEARS	450	95	191	123	121	250
	18%	24%	19%	15%	17%	19%
		c				

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18A. When did you first have broadband at home? (This may have been at a previous address)

Base : Those responsible for the household's fixed broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
OVER 10 YEARS AGO	1357	161	561	517	376	790
	55%	41%	55%	62%	53%	60%
			a	ab		a

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Very satisfied	800	135	666	216	584	429	372	104	75	237	244	55	143	129
	32%	33%	32%	33%	32%	31%	35%	33%	35%	32%	30%	37%	37%	33%
Fairly satisfied	1127	164	962	267	860	652	475	141	95	344	410	59	170	156
	46%	40%	47%	40%	48%	47%	44%	44%	43%	46%	50%	39%	45%	40%
		a		a							e			
Neither satisfied nor dissatisfied	287	63	223	95	192	161	126	38	26	92	76	19	43	60
	12%	15%	11%	14%	11%	12%	12%	12%	12%	12%	9%	13%	11%	15%
		b		b										b
Fairly dissatisfied	181	35	146	57	124	109	72	19	11	51	66	10	20	33
	7%	8%	7%	9%	7%	8%	7%	6%	5%	7%	8%	6%	5%	9%
Very dissatisfied	58	11	47	21	36	33	25	12	10	20	16	7	4	11
	2%	3%	2%	3%	2%	2%	2%	4%	5%	3%	2%	4%	1%	3%
												d		
Don't know	11	3	8	7	4	6	5	2	2	6	2	-	1	3
	*%	1%	*%	1%	*%	*%	*%	1%	1%	1%	*%	-%	*%	1%
				b										
TOTAL SATISFIED	1927	299	1628	483	1444	1080	847	245	170	580	653	114	313	286
	78%	73%	79%	73%	80%	78%	79%	77%	78%	77%	80%	76%	82%	73%
			a		a						e		e	
TOTAL DISSATISFIED	239	46	193	78	160	142	97	31	20	71	82	16	24	45
	10%	11%	9%	12%	9%	10%	9%	10%	9%	9%	10%	11%	6%	11%
														d

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Very satisfied	800	206	194	153	62	41	43	**	40	265	323	628	172	45
	32%	32%	37% cd	27%	27%	38%	33%	**	36%	29%	34%	32%	37% b	37%
Fairly satisfied	1127	303	239	258	105	48	59	**	39	451	423	913	210	58
	46%	48%	45%	46%	46%	45%	46%	**	35%	49% a	44%	46% a	45%	48%
Neither satisfied nor dissatisfied	287	69	47	87	33	13	14	**	14	105	120	240	44	10
	12%	11%	9%	15% b	14%	12%	11%	**	13%	11%	13%	12%	9%	8%
Fairly dissatisfied	181	47	30	47	18	4	13	**	15	73	59	146	33	7
	7%	7%	6%	8%	8%	4%	10%	**	13% c	8%	6%	7%	7%	6%
Very dissatisfied	58	9	17	18	7	-	*	**	2	22	23	47	11	1
	2%	1%	3%	3%	3%	-%	*%	**	2%	2%	2%	2%	2%	*%
Don't know	11	2	2	2	2	1	-	**	2	5	4	10	1	1
	*%	*%	*%	*%	1%	1%	-%	**	2% e	1%	*%	1%	*%	*%
TOTAL SATISFIED	1927	509	433	411	167	88	102	**	79	716	746	1541	382	103
	78%	80% c	82% cd	73%	73%	84% c	79%	**	70%	78%	78%	78%	81% a	85% a
TOTAL DISSATISFIED	239	56	47	64	26	4	14	**	16	95	82	193	44	7
	10%	9%	9%	11% e	11%	4%	11%	**	15%	10%	9%	10%	9%	6%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Very satisfied	800	159	301	340	417	377	197	207	174	217	646	84	47	**
	32%	29%	31%	36%	32%	34%	29%	29%	34%	42%	32%	35%	34%	**
				a						ab				
Fairly satisfied	1127	242	453	428	645	474	311	360	235	209	927	97	60	**
	46%	45%	47%	45%	49%	42%	45%	50%	45%	40%	46%	40%	44%	**
					b			d						
Neither satisfied nor dissatisfied	287	66	116	103	140	142	86	80	64	53	231	33	15	**
	12%	12%	12%	11%	11%	13%	13%	11%	12%	10%	12%	14%	11%	**
Fairly dissatisfied	181	52	65	63	98	81	67	54	31	29	148	21	6	**
	7%	10%	7%	7%	7%	7%	10%	7%	6%	6%	7%	9%	4%	**
							d							
Very dissatisfied	58	14	27	16	19	39	20	17	11	10	46	4	8	**
	2%	3%	3%	2%	1%	3%	3%	2%	2%	2%	2%	2%	6%	**
						a							a	
Don't know	11	6	4	2	5	5	3	3	2	3	10	-	1	**
	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%	1%	**
TOTAL SATISFIED	1927	401	754	768	1062	851	509	567	409	425	1573	180	108	**
	78%	74%	78%	81%	80%	76%	74%	79%	79%	82%	78%	75%	78%	**
				a						a				
TOTAL DISSATISFIED	239	67	92	79	117	119	87	70	42	39	193	25	14	**
	10%	12%	10%	8%	9%	11%	13%	10%	8%	7%	10%	11%	10%	**
		c					d							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Very satisfied	800	147	341	249	263	420
	32%	38%	33%	30%	37%	32%
		c				
Fairly satisfied	1127	162	488	375	296	632
	46%	42%	48%	45%	41%	48%
						a
Neither satisfied nor dissatisfied	287	47	118	95	86	141
	12%	12%	12%	11%	12%	11%
Fairly dissatisfied	181	25	60	82	50	98
	7%	6%	6%	10%	7%	7%
				b		
Very dissatisfied	58	8	16	27	17	31
	2%	2%	2%	3%	2%	2%
Don't know	11	1	2	5	2	3
	*%	*%	*%	1%	*%	*%
TOTAL SATISFIED	1927	308	830	624	559	1052
	78%	79%	81%	75%	78%	79%
			c			
TOTAL DISSATISFIED	239	33	76	109	67	129
	10%	8%	7%	13%	9%	10%
				b		

Columns Tested: a,b,c - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Looking for a deal for standalone service	55	40	15	55	-	41	14	20	5	8	3	*	8	35
	2%	10%	1%	8%	-%	3%	1%	6%	2%	1%	*%	*%	2%	9%
		b		b		b		ab						abcd
Looking for a deal for service in bundle	60	-	60	-	60	46	14	12	6	23	23	4	11	-
	2%	-%	3%	-%	3%	3%	1%	4%	3%	3%	3%	3%	3%	-%
			a		a	b		b		e	e	e	e	
Looking for a deal for other services in the bundle, but not this	40	-	40	-	40	31	9	9	2	8	21	3	10	-
	2%	-%	2%	-%	2%	2%	1%	3%	1%	1%	3%	2%	3%	-%
			a		a	b		b			e	e	e	
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	1	-	-	-	-	-	-	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%	-%
Planning to look for a deal for standalone service	130	81	49	130	-	94	36	25	14	23	10	2	17	78
	5%	20%	2%	20%	-%	7%	3%	8%	7%	3%	1%	1%	5%	20%
		b		b		b		b					b	abcd
Planning to look for a deal for bundle	464	-	464	-	464	271	193	46	33	145	219	35	69	-
	19%	-%	23%	-%	26%	20%	18%	15%	15%	19%	27%	23%	18%	-%
			a		a					e	ade	e	e	
Not currently looking or planning to look for a new deal	1629	273	1356	449	1180	868	761	202	156	515	506	102	258	264
	66%	66%	66%	68%	66%	62%	71%	64%	71%	69%	62%	68%	68%	67%
							ac		a	b				
Don't know	84	17	66	29	55	37	46	2	2	26	30	5	7	16
	3%	4%	3%	4%	3%	3%	4%	1%	1%	3%	4%	3%	2%	4%
							c							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
SUMMARY														
Looking for deal for service	115	40	75	55	60	87	28	32	11	32	27	4	19	35
	5%	10%	4%	8%	3%	6%	3%	10%	5%	4%	3%	3%	5%	9%
		b		b		b		ab						abc
Planning to look for deal for service or bundle	594	81	513	130	464	366	229	71	47	169	230	37	87	78
	24%	20%	25%	20%	26%	26%	21%	22%	22%	23%	28%	24%	23%	20%
					a		b				e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's broadband service

	BROADBAND SUPPLIER								AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Looking for a deal for standalone service	55 2%	9 1%	7 1%	13 2%	9 4%	3 3%	2 2%	** **	5 4% e	31 3% e	17 2%	53 3% e	2 1%	2 1%
Looking for a deal for service in bundle	60 2%	26 4% bc	7 1%	8 1%	7 3%	4 4%	3 2%	** **	4 3%	24 3%	21 2%	49 2%	10 2%	- -%
Looking for a deal for other services in the bundle, but not this	40 2%	13 2%	7 1%	8 1%	3 1%	7 6% abcd	1 1%	** **	6 5% bcde	17 2%	12 1%	35 2%	6 1%	1 1%
Looking for a deal for the bundle but not sure which services	1 **%	- -%	- -%	- -%	- -%	- -%	- -%	** **	- -%	- -%	- -%	- -%	1 **%	- -%
Planning to look for a deal for standalone service	130 5%	20 3%	22 4%	25 4%	14 6%	11 10% abc	8 6%	** **	10 9% cef	67 7% cef	38 4%	116 6%	14 3%	1 1%
Planning to look for a deal for bundle	464 19%	148 23% def	98 19%	127 22% de	30 13%	13 12%	17 13%	** **	13 12%	186 20%	190 20%	389 20%	74 16%	15 13%
Not currently looking or planning to look for a new deal	1629 66%	398 63%	370 70% a	363 64%	154 68%	66 62%	94 73%	** **	67 60%	564 61%	641 67% b	1271 64%	354 75% abcd	102 84% abcd
Don't know	84 3%	22 3%	18 3%	20 4%	10 4%	2 2%	4 3%	** **	7 6% f	32 4%	33 3%	72 4%	10 2%	- -%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
SUMMARY														
Looking for deal for service	115	35	14	21	16	7	5	**	8	55	38	101	12	2
	5%	6%	3%	4%	7%	7%	4%	**	8%	6%	4%	5%	3%	1%
					b				e	e				
Planning to look for deal for service or bundle	594	168	120	152	45	24	25	**	23	253	228	505	88	16
	24%	26%	23%	27%	20%	23%	20%	**	21%	28%	24%	25%	19%	14%
										ef	f	ef		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Looking for a deal for standalone service	55	19	30	6	34	21	23	7	13	10	49	3	3	**
	2%	4%	3%	1%	3%	2%	3%	1%	3%	2%	2%	1%	2%	**
		c	c				b							
Looking for a deal for service in bundle	60	11	28	19	29	30	19	19	15	6	45	5	4	**
	2%	2%	3%	2%	2%	3%	3%	3%	3%	1%	2%	2%	3%	**
Looking for a deal for other services in the bundle, but not this	40	16	14	10	25	16	17	12	5	6	31	1	6	**
	2%	3%	1%	1%	2%	1%	3%	2%	1%	1%	2%	*%	4%	**
		c											b	
Looking for a deal for the bundle but not sure which services	1	-	-	1	-	1	1	-	-	-	1	-	-	**
	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	**
Planning to look for a deal for standalone service	130	45	51	35	68	62	34	40	29	27	102	14	10	**
	5%	8%	5%	4%	5%	6%	5%	6%	6%	5%	5%	6%	7%	**
		c												
Planning to look for a deal for bundle	464	89	201	173	244	217	151	140	94	75	377	46	25	**
	19%	16%	21%	18%	18%	19%	22%	19%	18%	14%	19%	19%	18%	**
							d							
Not currently looking or planning to look for a new deal	1629	335	609	681	878	735	425	474	343	374	1333	165	81	**
	66%	62%	63%	72%	66%	66%	62%	66%	66%	72%	66%	69%	59%	**
				ab						a				
Don't know	84	24	32	27	46	36	15	28	18	22	70	5	8	**
	3%	4%	3%	3%	3%	3%	2%	4%	3%	4%	3%	2%	6%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
SUMMARY														
Looking for deal for service	115	31	59	24	63	51	42	26	28	16	94	8	7	**
	5%	6%	6%	3%	5%	5%	6%	4%	5%	3%	5%	3%	5%	**
		c	c				d							
Planning to look for deal for service or bundle	594	133	252	207	312	279	185	180	124	101	479	60	36	**
	24%	25%	26%	22%	24%	25%	27%	25%	24%	19%	24%	25%	26%	**
							d							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Looking for a deal for standalone service	55	13	18	17	24	17
	2%	3%	2%	2%	3%	1%
					b	
Looking for a deal for service in bundle	60	10	21	23	17	31
	2%	3%	2%	3%	2%	2%
Looking for a deal for other services in the bundle, but not this	40	5	18	14	14	19
	2%	1%	2%	2%	2%	1%
Looking for a deal for the bundle but not sure which services	1	-	1	-	-	-
	*%	-%	*%	-%	-%	-%
Planning to look for a deal for standalone service	130	22	59	33	49	53
	5%	6%	6%	4%	7%	4%
					b	
Planning to look for a deal for bundle	464	71	193	167	140	261
	19%	18%	19%	20%	20%	20%
Not currently looking or planning to look for a new deal	1629	251	689	551	447	912
	66%	64%	67%	66%	63%	69%
						a
Don't know	84	17	26	29	23	32
	3%	4%	3%	3%	3%	2%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
SUMMARY						
Looking for deal for service	115	23	40	39	41	48
	5%	6%	4%	5%	6%	4%
Planning to look for deal for service or bundle	594	93	252	200	189	314
	24%	24%	25%	24%	26%	24%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Discussed deals or offers with your provider	597 24%	79 19%	518 25% a	120 18%	477 26% a	334 24%	263 25%	83 26%	51 23%	164 22%	229 28% ae	42 28%	91 24%	78 20%
Looked at alternative deals or offers from your provider	578 23%	84 20%	494 24%	136 20%	442 25%	368 26% b	210 20%	82 26% b	51 23%	168 23%	203 25%	37 25%	91 24%	80 20%
Received a discount from your provider	491 20%	65 16%	426 21%	94 14%	397 22% a	277 20%	215 20%	70 22%	42 19%	122 16%	190 23% ae	49 33% ade	74 19%	59 15%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	347 14%	52 13%	295 14%	79 12%	268 15%	235 17% b	112 10%	55 17% b	28 13%	80 11%	127 16% a	35 23% ae	58 15%	46 12%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	181 7%	31 7%	151 7%	37 6%	145 8%	94 7%	87 8%	20 6%	10 5%	29 4%	88 11% ad	14 9% a	21 6%	29 7% a
None of these	1115 45%	204 50%	911 44%	349 53% b	765 43%	584 42%	531 49% ac	115 36%	95 44%	388 52% bcd	319 39%	57 38%	166 44%	197 50% bc

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
SUMMARY														
ANY CHANGE	1348	207	1141	314	1035	806	543	201	123	360	494	93	214	196
	55%	50%	56%	47%	57%	58%	51%	64%	56%	48%	61%	62%	56%	50%
					a	b		b			ae	ae	a	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Discussed deals or offers with your provider	597	172	125	150	48	26	24	**	30	224	219	473	122	27
	24%	27%	24%	27%	21%	25%	19%	**	26%	24%	23%	24%	26%	22%
Looked at alternative deals or offers from your provider	578	154	121	136	59	29	26	**	27	262	200	489	88	16
	23%	24%	23%	24%	26%	27%	20%	**	24%	28% cef	21%	25% ef	19%	14%
Received a discount from your provider	491	148	87	147	36	22	19	**	24	200	176	401	91	16
	20%	23% b	16%	26% bdf	16%	21%	15%	**	22%	22%	19%	20%	19%	13%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	347	119	74	70	30	15	8	**	25	150	121	296	49	11
	14%	19% cf	14% f	12%	13%	15%	6%	**	22% cef	16% e	13%	15% e	10%	9%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	181	70	32	48	17	4	2	**	8	72	68	148	33	2
	7%	11% bf	6%	9% f	7% f	4%	1%	**	7%	8% f	7%	7% f	7%	1%
None of these	1115	242	259	236	108	46	73	**	42	369	467	878	231	70
	45%	38%	49% a	42%	48%	44%	56% ac	**	38%	40%	49% b	44%	49% b	58% abd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
SUMMARY														
ANY CHANGE	1348	394	271	327	119	59	57	**	69	552	485	1106	240	51
	55%	62%	51%	58%	52%	56%	44%	**	62%	60%	51%	56%	51%	42%
		bf		f					f	cef		f		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Discussed deals or offers with your provider	597	140	231	225	328	264	177	175	120	121	496	48	31	**
	24%	26%	24%	24%	25%	24%	26%	24%	23%	23%	25%	20%	23%	**
Looked at alternative deals or offers from your provider	578	154	253	169	336	237	185	172	117	100	470	48	35	**
	23%	29%	26%	18%	25%	21%	27%	24%	23%	19%	23%	20%	25%	**
		c	c				d							
Received a discount from your provider	491	113	200	178	291	201	156	144	100	88	398	50	25	**
	20%	21%	21%	19%	22%	18%	23%	20%	19%	17%	20%	21%	18%	**
							d							
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	347	92	147	106	194	151	109	102	78	55	270	37	18	**
	14%	17%	15%	11%	15%	13%	16%	14%	15%	11%	13%	16%	13%	**
		c	c				d							
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	181	45	66	70	87	94	44	52	40	41	146	18	11	**
	7%	8%	7%	7%	7%	8%	6%	7%	8%	8%	7%	8%	8%	**
None of these	1115	215	410	484	576	526	288	323	235	260	909	112	67	**
	45%	40%	42%	51%	44%	47%	42%	45%	45%	50%	45%	47%	49%	**
				ab						a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
SUMMARY														
ANY CHANGE	1348	324	556	466	748	590	397	397	282	260	1098	126	71	**
	55%	60%	58%	49%	56%	53%	58%	55%	55%	50%	55%	53%	51%	**
		c	c				d							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Discussed deals or offers with your provider	597	92	254	207	169	337
	24%	24%	25%	25%	24%	25%
Looked at alternative deals or offers from your provider	578	88	235	202	188	308
	23%	23%	23%	24%	26%	23%
Received a discount from your provider	491	80	206	165	142	262
	20%	21%	20%	20%	20%	20%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	347	56	134	132	114	176
	14%	14%	13%	16%	16%	13%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	181	41	77	48	62	98
	7%	11%	8%	6%	9%	7%
		c				
None of these	1115	171	445	392	295	617
	45%	44%	43%	47%	41%	47%
SUMMARY						
ANY CHANGE	1348	219	581	441	419	708
	55%	56%	57%	53%	59%	53%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	512	84	428	120	392	300	212	91	43	155	131	60	97	71
Effective Weighted Sample	432	68	366	100	336	248	184	70	37	145	124	55	83	59
Total	491	65	426	94	397	277	215	70	42	122	190	49	74	59
I contacted my provider	372	**	340	51	321	202	170	**	**	95	163	**	**	**
	76%	**	80%	54%	81%	73%	79%	**	**	78%	86%	**	**	**
					a									
My provider contacted me	102	**	71	39	63	65	37	**	**	22	22	**	**	**
	21%	**	17%	42%	16%	24%	17%	**	**	18%	12%	**	**	**
					b									
Don't know/ can't remember	17	**	15	4	13	9	8	**	**	6	4	**	**	**
	3%	**	4%	4%	3%	3%	4%	**	**	5%	2%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted total	512	131	105	141	42	28	23	12	29	209	176	414	98	17
Effective Weighted Sample	432	112	92	120	38	24	20	11	24	168	152	344	89	16
Total	491	148	87	147	36	22	19	10	24	200	176	401	91	16
I contacted my provider	372	117	70	122	**	**	**	**	**	137	150	300	**	**
	76%	79%	80%	83%	**	**	**	**	**	68%	85%	75%	**	**
											bd			
My provider contacted me	102	25	17	21	**	**	**	**	**	57	19	86	**	**
	21%	17%	19%	14%	**	**	**	**	**	28%	11%	21%	**	**
										c		c		
Don't know/ can't remember	17	5	1	4	**	**	**	**	**	7	8	14	**	**
	3%	4%	1%	3%	**	**	**	**	**	3%	4%	4%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	512	134	199	179	301	211	181	146	82	99	423	46	26	17
Effective Weighted Sample	432	107	166	160	252	179	154	124	70	88	354	39	23	15
Total	491	113	200	178	291	201	156	144	100	88	398	50	25	18
I contacted my provider	372	72	153	147	212	160	118	110	**	**	297	**	**	**
	76%	64%	76%	83%	73%	80%	76%	76%	**	**	75%	**	**	**
				a										
My provider contacted me	102	38	40	25	70	33	31	29	**	**	85	**	**	**
	21%	33%	20%	14%	24%	16%	20%	20%	**	**	21%	**	**	**
		bc												
Don't know/ can't remember	17	3	8	6	9	8	7	5	**	**	16	**	**	**
	3%	3%	4%	3%	3%	4%	4%	3%	**	**	4%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	512	78	209	178	151	269
Effective Weighted Sample	432	66	174	153	127	227
Total	491	80	206	165	142	262
I contacted my provider	372	**	153	132	112	211
	76%	**	74%	80%	79%	80%
My provider contacted me	102	**	50	27	26	48
	21%	**	24%	16%	18%	18%
Don't know/ can't remember	17	**	3	7	4	4
	3%	**	1%	4%	3%	2%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	512	84	428	120	392	300	212	91	43	155	131	60	97	71
Effective Weighted Sample	432	68	366	100	336	248	184	70	37	145	124	55	83	59
Total	491	65	426	94	397	277	215	70	42	122	190	49	74	59
Yes	372	**	327	65	307	206	166	**	**	88	149	**	**	**
	76%	**	77%	69%	77%	74%	77%	**	**	72%	78%	**	**	**
No	87	**	71	24	64	57	30	**	**	27	26	**	**	**
	18%	**	17%	25%	16%	21%	14%	**	**	22%	14%	**	**	**
Don't know/ can't remember	33	**	28	6	27	14	18	**	**	8	15	**	**	**
	7%	**	7%	6%	7%	5%	9%	**	**	6%	8%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY a	BT b	VIRGIN MEDIA c	TALK- TALK ~d	EE ~e	PLUS- NET ~f	VODA- FONE ~g	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%														
Unweighted total	512	131	105	141	42	28	23	12	29	209	176	414	98	17
Effective Weighted Sample	432	112	92	120	38	24	20	11	24	168	152	344	89	16
Total	491	148	87	147	36	22	19	10	24	200	176	401	91	16
Yes	372	118	71	115	**	**	**	**	**	143	143	300	**	**
	76%	80%	81%	78%	**	**	**	**	**	71%	81%	75%	**	**
No	87	20	11	22	**	**	**	**	**	45	22	74	**	**
	18%	13%	13%	15%	**	**	**	**	**	23% c	12%	18%	**	**
Don't know/ can't remember	33	11	5	10	**	**	**	**	**	12	12	27	**	**
	7%	7%	6%	7%	**	**	**	**	**	6%	7%	7%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	512	134	199	179	301	211	181	146	82	99	423	46	26	17
Effective Weighted Sample	432	107	166	160	252	179	154	124	70	88	354	39	23	15
Total	491	113	200	178	291	201	156	144	100	88	398	50	25	18
Yes	372	73	155	144	219	153	122	110	**	**	297	**	**	**
	76%	65%	77%	81%	75%	76%	78%	76%	**	**	75%	**	**	**
				a										
No	87	29	37	21	56	31	23	28	**	**	72	**	**	**
	18%	25%	19%	12%	19%	15%	15%	19%	**	**	18%	**	**	**
		c												
Don't know/ can't remember	33	11	8	14	15	17	12	7	**	**	29	**	**	**
	7%	10%	4%	8%	5%	9%	7%	5%	**	**	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	512	78	209	178	151	269
Effective Weighted Sample	432	66	174	153	127	227
Total	491	80	206	165	142	262
Yes	372	**	158	125	107	204
	76%	**	77%	76%	76%	78%
No	87	**	39	26	24	46
	18%	**	19%	16%	17%	18%
Don't know/ can't remember	33	**	8	14	11	12
	7%	**	4%	9%	7%	5%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	~c	~d	~e
Unweighted total	367	66	301	99	268	254	113	72	28	101	90	42	80	54
Effective Weighted Sample	306	55	252	82	226	207	98	54	24	92	83	38	65	47
Total	347	52	295	79	268	235	112	55	28	80	127	35	58	46
I contacted my provider	254	**	226	**	209	171	84	**	**	56	**	**	**	**
	73%	**	76%	**	78%	73%	75%	**	**	69%	**	**	**	**
My provider contacted me	76	**	57	**	48	51	25	**	**	22	**	**	**	**
	22%	**	19%	**	18%	22%	22%	**	**	27%	**	**	**	**
Don't know/ can't remember	17	**	13	**	11	13	4	**	**	3	**	**	**	**
	5%	**	4%	**	4%	6%	3%	**	**	4%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY a	BT ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	EE ~e	PLUS- NET ~f	VODA- FONE ~g	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%														
Unweighted total	367	108	85	70	35	23	10	9	27	164	121	312	53	13
Effective Weighted Sample	306	90	71	60	31	19	9	8	22	130	105	257	47	12
Total	347	119	74	70	30	15	8	8	25	150	121	296	49	11
I contacted my provider	254	102	**	**	**	**	**	**	**	107	96	218	**	**
	73%	86%	**	**	**	**	**	**	**	71%	79%	74%	**	**
My provider contacted me	76	12	**	**	**	**	**	**	**	35	19	61	**	**
	22%	10%	**	**	**	**	**	**	**	23%	15%	20%	**	**
Don't know/ can't remember	17	5	**	**	**	**	**	**	**	8	6	17	**	**
	5%	4%	**	**	**	**	**	**	**	5%	5%	6%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	367	107	151	107	210	155	134	101	62	68	293	35	19	20
Effective Weighted Sample	306	86	124	95	175	129	112	86	55	59	242	31	16	17
Total	347	92	147	106	194	151	109	102	78	55	270	37	18	22
I contacted my provider	254	61	109	82	139	114	79	75	**	**	198	**	**	**
	73%	67%	74%	77%	71%	76%	73%	73%	**	**	73%	**	**	**
My provider contacted me	76	23	30	23	47	28	21	22	**	**	60	**	**	**
	22%	25%	20%	22%	24%	19%	20%	21%	**	**	22%	**	**	**
Don't know/ can't remember	17	8	8	1	9	8	8	5	**	**	11	**	**	**
	5%	9%	5%	1%	5%	5%	8%	5%	**	**	4%	**	**	**
		c												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	367	58	139	140	127	178
Effective Weighted Sample	306	49	114	118	104	150
Total	347	56	134	132	114	176
I contacted my provider	254	**	96	101	82	136
	73%	**	72%	77%	72%	78%
My provider contacted me	76	**	34	24	30	32
	22%	**	25%	18%	26%	18%
Don't know/ can't remember	17	**	4	7	3	7
	5%	**	3%	5%	2%	4%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	185	40	145	50	135	106	79	32	11	37	63	19	31	35
Effective Weighted Sample	154	32	123	40	116	85	69	24	10	34	59	16	26	30
Total	181	31	151	37	145	94	87	20	10	29	88	14	21	29
I contacted my provider	165	**	142	**	137	81	**	**	**	**	**	**	**	**
	91%	**	94%	**	95%	86%	**	**	**	**	**	**	**	**
My provider contacted me	9	**	2	**	1	8	**	**	**	**	**	**	**	**
	5%	**	1%	**	1%	9%	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	7	**	7	5	**	**	**	**	**	**	**	**
	4%	**	4%	**	5%	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~c			
Unweighted total	185	61	38	48	18	8	3	1	9	78	65	152	33	2
Effective Weighted Sample	154	54	30	40	16	6	3	1	7	61	57	124	30	2
Total	181	70	32	48	17	4	2	1	8	72	68	148	33	2
I contacted my provider	165	**	**	**	**	**	**	**	**	**	**	132	**	**
	91%	**	**	**	**	**	**	**	**	**	**	89%	**	**
My provider contacted me	9	**	**	**	**	**	**	**	**	**	**	9	**	**
	5%	**	**	**	**	**	**	**	**	**	**	6%	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	**	7	**	**
	4%	**	**	**	**	**	**	**	**	**	**	5%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	185	49	68	68	95	89	55	51	30	45	149	17	11	8
Effective Weighted Sample	154	38	56	60	75	78	45	44	26	39	124	14	9	7
Total	181	45	66	70	87	94	44	52	40	41	146	18	11	6
I contacted my provider	165	**	**	**	**	**	**	**	**	**	134	**	**	**
	91%	**	**	**	**	**	**	**	**	**	92%	**	**	**
My provider contacted me	9	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	**	**	**	**	**	**	**	**	5%	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	5	**	**	**
	4%	**	**	**	**	**	**	**	**	**	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b
Significance Level: 99%						
Unweighted total	185	41	73	53	66	93
Effective Weighted Sample	154	34	61	44	54	79
Total	181	41	77	48	62	98
I contacted my provider	165	**	**	**	**	**
	91%	**	**	**	**	**
My provider contacted me	9	**	**	**	**	**
	5%	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**
	4%	**	**	**	**	**

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Received a discount	372	32	340	51	321	202	170	44	29	95	163	41	46	29
	15%	8%	17%	8%	18%	15%	16%	14%	13%	13%	20%	27%	12%	7%
			a		a					e	ade	ade		
Added extra or improved services	254	29	226	45	209	171	84	30	14	56	107	27	40	25
	10%	7%	11%	7%	12%	12%	8%	10%	6%	7%	13%	18%	10%	6%
			a		a	bd					ae	ade		
Reduced or downgraded services	165	23	142	28	137	81	84	16	9	26	85	13	18	22
	7%	6%	7%	4%	8%	6%	8%	5%	4%	4%	11%	9%	5%	6%
					a						ade	a		
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	626	72	554	107	519	355	271	75	45	149	273	56	83	66
	25%	18%	27%	16%	29%	26%	25%	24%	21%	20%	34%	38%	22%	17%
			a		a						ade	ade		
ALL 3 CHANGES	24	1	23	1	23	12	11	1	-	3	11	5	4	*
	1%	*%	1%	*%	1%	1%	1%	*%	-%	*%	1%	3%	1%	*%
					a							ae		
DISCOUNT AND EXTRA SERVICES	71	4	66	7	64	50	21	8	3	13	36	10	8	4
	3%	1%	3%	1%	4%	4%	2%	2%	2%	2%	4%	7%	2%	1%
			a		a						ae	ade		
DISCOUNT AND REDUCED SERVICES	33	2	32	3	31	14	19	2	2	7	18	3	3	2
	1%	*%	2%	*%	2%	1%	2%	1%	1%	1%	2%	2%	1%	*%
					a									
EXTRA SERVICES AND REDUCED SERVICES	15	5	10	5	10	11	4	4	1	1	5	1	2	4
	1%	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
DISCOUNT ONLY	244	26	219	40	204	126	119	33	24	71	98	23	31	23
	10%	6%	11%	6%	11%	9%	11%	10%	11%	10%	12%	15%	8%	6%
			a		a						e	de		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
EXTRA SERVICES ONLY	145	19	126	32	113	98	47	18	9	38	54	10	26	17
	6%	5%	6%	5%	6%	7%	4%	6%	4%	5%	7%	7%	7%	4%
						b								
REDUCED SERVICES ONLY	93	16	78	19	74	44	50	9	6	14	51	4	9	16
	4%	4%	4%	3%	4%	3%	5%	3%	3%	2%	6%	3%	2%	4%
											ad			
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1838	339	1498	556	1281	1035	803	242	174	600	540	94	298	327
	75%	82%	73%	84%	71%	74%	75%	76%	79%	80%	66%	62%	78%	83%
		b		b						bc			bc	bc

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Received a discount	372	117	70	122	25	12	8	**	14	137	150	300	72	12
	15%	18%	13%	22%	11%	11%	6%	**	12%	15%	16%	15%	15%	10%
		df		bdef										
Added extra or improved services	254	102	57	46	16	9	7	**	15	107	96	218	33	6
	10%	16%	11%	8%	7%	8%	5%	**	14%	12%	10%	11%	7%	5%
		bcd	f	f						e		e		
Reduced or downgraded services	165	67	31	46	12	2	1	**	5	62	65	132	33	2
	7%	10%	6%	8%	5%	2%	1%	**	5%	7%	7%	7%	7%	1%
		bef	f	f										
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	626	214	127	175	41	18	15	**	27	232	252	511	112	16
	25%	34%	24%	31%	18%	18%	12%	**	25%	25%	26%	26%	24%	13%
		bdef	f	bdef						f	f	f		
ALL 3 CHANGES	24	13	3	3	3	1	-	**	-	10	8	18	6	-
	1%	2%	1%	1%	1%	1%	-%	**	-%	1%	1%	1%	1%	-%
DISCOUNT AND EXTRA SERVICES	71	29	18	17	1	2	1	**	4	32	29	65	6	2
	3%	5%	3%	3%	1%	2%	1%	**	3%	4%	3%	3%	1%	1%
		d												
DISCOUNT AND REDUCED SERVICES	33	9	5	15	5	-	-	**	1	17	8	26	7	1
	1%	1%	1%	3%	2%	-%	-%	**	1%	2%	1%	1%	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	15	9	2	1	-	*	*	**	3	5	5	13	1	-
	1%	1%	*%	*%	-%	*%	*%	**	3%	1%	1%	1%	*%	-%
									e					
DISCOUNT ONLY	244	67	44	87	16	9	7	**	9	78	104	192	53	9
	10%	10%	8%	15%	7%	8%	6%	**	8%	8%	11%	10%	11%	7%
				bdf										
EXTRA SERVICES ONLY	145	51	34	25	11	5	6	**	9	60	54	123	20	4
	6%	8%	6%	4%	5%	5%	5%	**	8%	6%	6%	6%	4%	3%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
REDUCED SERVICES ONLY	93	35	21	27	4	1	1	**	2	30	43	75	19	1
	4%	6%	4%	5%	2%	1%	1%	**	1%	3%	5%	4%	4%	1%
		f												
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1838	423	403	389	186	87	114	**	84	689	700	1474	359	105
	75%	66%	76%	69%	82%	82%	88%	**	75%	75%	74%	74%	76%	87%
			ac		ac	ac	abc							bcd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Received a discount	372	72	153	147	212	160	118	110	75	66	297	39	21	**
	15%	13%	16%	16%	16%	14%	17%	15%	14%	13%	15%	16%	15%	**
Added extra or improved services	254	61	109	82	139	114	79	75	61	38	198	25	14	**
	10%	11%	11%	9%	10%	10%	11% d	10%	12%	7%	10%	11%	10%	**
Reduced or downgraded services	165	34	62	70	80	84	40	46	36	39	134	16	10	**
	7%	6%	6%	7%	6%	8%	6%	6%	7%	8%	7%	7%	7%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	626	126	255	243	338	285	191	180	128	118	503	66	31	**
	25%	23%	26%	26%	26%	26%	28%	25%	25%	23%	25%	27%	23%	**
ALL 3 CHANGES	24	2	10	12	16	8	6	8	6	4	16	4	2	**
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	**
DISCOUNT AND EXTRA SERVICES	71	18	34	19	42	28	25	23	16	7	52	6	6	**
	3%	3%	3%	2%	3%	3%	4% d	3%	3%	1%	3%	2%	4%	**
DISCOUNT AND REDUCED SERVICES	33	13	9	11	14	20	5	9	10	8	30	1	1	**
	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	*%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	15	5	6	3	6	9	4	3	5	3	11	1	2	**
	1%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	1%	**
DISCOUNT ONLY	244	38	100	106	140	104	82	70	43	47	199	29	11	**
	10%	7%	10%	11% a	11%	9%	12%	10%	8%	9%	10%	12%	8%	**
EXTRA SERVICES ONLY	145	36	59	48	75	69	43	42	34	25	118	15	4	**
	6%	7%	6%	5%	6%	6%	6%	6%	7%	5%	6%	6%	3%	**
REDUCED SERVICES ONLY	93	13	37	44	45	47	25	26	15	24	77	10	5	**
	4%	2%	4%	5%	3%	4%	4%	4%	3%	5%	4%	4%	3%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1838	413	711	708	986	831	494	540	389	402	1504	173	106	**
	75%	77%	74%	74%	74%	74%	72%	75%	75%	77%	75%	73%	77%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Received a discount	372	54	153	132	112	211
	15%	14%	15%	16%	16%	16%
Added extra or improved services	254	41	96	101	82	136
	10%	10%	9%	12%	12%	10%
Reduced or downgraded services	165	38	71	44	56	94
	7%	10%	7%	5%	8%	7%
		c				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	626	99	259	217	202	339
	25%	25%	25%	26%	28%	26%
ALL 3 CHANGES	24	6	10	6	8	15
	1%	1%	1%	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	71	13	23	30	18	41
	3%	3%	2%	4%	3%	3%
DISCOUNT AND REDUCED SERVICES	33	6	12	14	11	20
	1%	2%	1%	2%	2%	2%
EXTRA SERVICES AND REDUCED SERVICES	15	5	6	3	2	11
	1%	1%	1%	*%	*%	1%
DISCOUNT ONLY	244	30	108	82	74	134
	10%	8%	10%	10%	10%	10%
EXTRA SERVICES ONLY	145	18	57	62	54	70
	6%	5%	6%	7%	8%	5%
REDUCED SERVICES ONLY	93	22	43	20	35	47
	4%	6%	4%	2%	5%	4%
		c				

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1838	291	767	616	512	986
	75%	75%	75%	74%	72%	74%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Received a discount	102	31	71	39	63	65	37	20	8	22	22	7	23	28
	4%	8%	3%	6%	3%	5%	3%	6%	4%	3%	3%	5%	6%	7%
		b		b									ab	ab
Added extra or improved services	76	19	57	28	48	51	25	18	9	22	15	7	14	18
	3%	5%	3%	4%	3%	4%	2%	6%	4%	3%	2%	5%	4%	5%
								b						b
Reduced or downgraded services	9	7	2	8	1	8	*	3	1	1	-	*	2	6
	*%	2%	*%	1%	*%	1%	*%	1%	*%	*%	-%	*%	*%	2%
		b		b				b						ab
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	168	49	120	66	102	109	59	33	16	40	37	12	35	44
	7%	12%	6%	10%	6%	8%	5%	10%	7%	5%	5%	8%	9%	11%
		b		b				b					ab	ab
DISCOUNT AND EXTRA SERVICES	15	7	9	7	9	12	3	6	1	3	-	3	3	7
	1%	2%	*%	1%	*%	1%	*%	2%	*%	*%	-%	2%	1%	2%
		b						b				b		b
DISCOUNT AND REDUCED SERVICES	3	2	1	3	-	3	-	2	*	1	-	*	*	2
	*%	*%	*%	*%	-%	*%	-%	1%	*%	*%	-%	*%	*%	*%
				b				b						
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	*	-	*	*	-	-	-	*	-
	*%	-%	*%	-%	*%	*%	-%	*%	*%	-%	-%	-%	*%	-%
DISCOUNT ONLY	84	23	61	30	54	50	34	11	7	18	22	4	20	20
	3%	6%	3%	5%	3%	4%	3%	4%	3%	2%	3%	3%	5%	5%
		b											a	a
EXTRA SERVICES ONLY	60	13	48	22	39	39	22	12	8	19	15	5	11	12
	2%	3%	2%	3%	2%	3%	2%	4%	3%	2%	2%	3%	3%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
REDUCED SERVICES ONLY	5	5	*	5	*	5	*	1	-	-	-	-	1	4
	*%	1%	*%	1%	*%	*%	*%	*%	-%	-%	-%	-%	*%	1%
		b		b										a
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2295	362	1932	597	1698	1280	1015	283	203	709	776	138	345	349
	93%	88%	94%	90%	94%	92%	95%	90%	93%	95%	95%	92%	91%	89%
			a		a		c			de	de			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Received a discount	102	25	17	21	9	9	10	**	10	57	19	86	16	2
	4%	4%	3%	4%	4%	9%	8%	**	9%	6%	2%	4%	4%	2%
						b	b		cdef	c		c		
Added extra or improved services	76	12	13	21	12	7	1	**	7	35	19	61	15	5
	3%	2%	2%	4%	5%	6%	1%	**	6%	4%	2%	3%	3%	4%
					a	af			c					
Reduced or downgraded services	9	1	1	1	5	1	-	**	1	7	*	9	-	-
	*%	*%	*%	*%	2%	1%	-%	**	1%	1%	*%	*%	-%	-%
					abc				c					
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	168	36	28	38	22	13	11	**	18	86	35	140	29	6
	7%	6%	5%	7%	10%	12%	8%	**	16%	9%	4%	7%	6%	5%
						ab			cdef	c		c		
DISCOUNT AND EXTRA SERVICES	15	2	1	5	2	3	-	**	1	9	2	12	3	1
	1%	*%	*%	1%	1%	3%	-%	**	1%	1%	*%	1%	1%	1%
						ab								
DISCOUNT AND REDUCED SERVICES	3	-	*	-	2	1	-	**	-	3	-	3	-	-
	*%	-%	*%	-%	1%	1%	-%	**	-%	*%	-%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	-	-	-	**	-	-	*	*	-	-
	*%	-%	*%	-%	-%	-%	-%	**	-%	-%	*%	*%	-%	-%
DISCOUNT ONLY	84	24	15	16	6	5	10	**	10	44	17	71	14	1
	3%	4%	3%	3%	3%	5%	8%	**	9%	5%	2%	4%	3%	1%
							bc		cdef	c		c		
EXTRA SERVICES ONLY	60	10	11	16	10	4	1	**	6	26	16	48	12	4
	2%	2%	2%	3%	4%	4%	1%	**	6%	3%	2%	2%	3%	3%
									c					
REDUCED SERVICES ONLY	5	1	-	1	3	-	-	**	1	4	-	5	-	-
	*%	*%	-%	*%	1%	-%	-%	**	1%	*%	-%	*%	-%	-%
					b				c					

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2295	600	501	526	205	93	119	**	94	835	917	1845	442	115
	93%	94%	95%	93%	90%	88%	92%	**	84%	91%	96%	93%	94%	95%
		e	e								abd	a	a	a

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Received a discount	102	38	40	25	70	33	31	29	24	18	85	10	5	**
	4%	7%	4%	3%	5%	3%	5%	4%	5%	3%	4%	4%	3%	**
		c			b									
Added extra or improved services	76	23	30	23	47	28	21	22	15	17	60	7	4	**
	3%	4%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	**
Reduced or downgraded services	9	8	1	-	5	3	2	2	3	2	7	*	1	**
	*%	1%	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%	**
		bc												
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	168	59	66	44	106	62	48	49	39	31	136	16	9	**
	7%	11%	7%	5%	8%	6%	7%	7%	8%	6%	7%	7%	7%	**
		bc												
DISCOUNT AND EXTRA SERVICES	15	6	5	4	13	3	6	3	1	4	14	1	-	**
	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%	1%	1%	-%	**
DISCOUNT AND REDUCED SERVICES	3	3	-	-	3	-	-	1	1	1	2	-	-	**
	*%	1%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	-	*	-	-	-	*	-	-	**
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**
DISCOUNT ONLY	84	29	35	21	54	30	24	25	22	13	69	8	5	**
	3%	5%	4%	2%	4%	3%	4%	4%	4%	2%	3%	3%	3%	**
		c												
EXTRA SERVICES ONLY	60	17	25	19	34	26	15	19	13	13	46	6	4	**
	2%	3%	3%	2%	3%	2%	2%	3%	3%	2%	2%	3%	3%	**
REDUCED SERVICES ONLY	5	5	1	-	2	3	2	1	1	1	4	*	1	**
	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	**
		c												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2295	480	900	907	1218	1054	637	671	478	489	1872	223	128	**
	93%	89%	93%	95%	92%	94%	93%	93%	92%	94%	93%	93%	93%	**
			a	a										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Received a discount	102	21	50	27	26	48
	4%	5%	5%	3%	4%	4%
Added extra or improved services	76	12	34	24	30	32
	3%	3%	3%	3%	4%	2%
Reduced or downgraded services	9	3	2	2	4	2
	*%	1%	*%	*%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	168	32	78	45	55	73
	7%	8%	8%	5%	8%	6%
DISCOUNT AND EXTRA SERVICES	15	3	5	6	3	8
	1%	1%	1%	1%	*%	1%
DISCOUNT AND REDUCED SERVICES	3	*	1	1	*	-
	*%	*%	*%	*%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	-	-	*	*	-
	*%	-%	-%	*%	*%	-%
DISCOUNT ONLY	84	18	43	20	22	39
	3%	5%	4%	2%	3%	3%
EXTRA SERVICES ONLY	60	9	28	17	26	23
	2%	2%	3%	2%	4%	2%
					b	
REDUCED SERVICES ONLY	5	2	*	1	3	2
	*%	1%	*%	*%	*%	*%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2295	357	948	788	659	1251
	93%	92%	92%	95%	92%	94%

Columns Tested: a,b,c - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 157

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Discussed deals or offers with any other provider	240	50	190	63	177	170	69	75	43	56	81	15	43	47
	10%	12%	9%	9%	10%	12%	6%	24%	20%	8%	10%	10%	11%	12%
						b		ab	ab					a
Looked at deals or offers from any other provider	704	128	575	184	520	474	230	130	84	204	225	43	117	120
	29%	31%	28%	28%	29%	34%	21%	41%	38%	27%	28%	28%	31%	31%
						b		b	b					
Talked with friends or family for recommendations about providers	381	85	296	118	263	226	155	72	45	99	124	19	61	81
	15%	21%	14%	18%	15%	16%	14%	23%	21%	13%	15%	12%	16%	21%
		b						ab						a
None of these	1411	200	1212	372	1039	703	708	111	91	470	469	89	204	192
	57%	49%	59%	56%	58%	51%	66%	35%	42%	63%	58%	60%	54%	49%
			a			c	acd			de	e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Discussed deals or offers with any other provider	240	62	49	58	16	18	8	**	12	115	81	208	27	8
	10%	10%	9%	10%	7%	17% df	6%	**	11%	12% ce	9%	10% e	6%	6%
Looked at deals or offers from any other provider	704	172	133	180	69	33	45	**	37	316	253	606	96	19
	29%	27%	25%	32%	30%	32%	35%	**	33% ef	34% cef	27% ef	31% ef	20%	16%
Talked with friends or family for recommendations about providers	381	100	72	105	35	14	16	**	36	161	125	321	57	13
	15%	16%	14%	19%	15%	13%	12%	**	32% bcdef	17% ce	13%	16%	12%	11%
None of these	1411	369	331	293	130	59	72	**	48	443	589	1080	330	90
	57%	58%	62% c	52%	57%	56%	56%	**	43%	48%	62% abd	54% ab	70% abcd	74% abcd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Discussed deals or offers with any other provider	240	65	103	67	143	93	79	67	49	42	197	18	13	**
	10%	12%	11%	7%	11%	8%	11%	9%	9%	8%	10%	7%	10%	**
		c	c											
Looked at deals or offers from any other provider	704	181	303	217	430	269	229	210	151	110	576	55	54	**
	29%	34%	31%	23%	32%	24%	33%	29%	29%	21%	29%	23%	39%	**
		c	c		b		d	d	d				ab	
Talked with friends or family for recommendations about providers	381	109	157	112	188	187	137	100	81	61	309	35	18	**
	15%	20%	16%	12%	14%	17%	20%	14%	16%	12%	15%	15%	13%	**
		c	c				bd							
None of these	1411	260	509	641	723	676	345	414	293	347	1148	152	70	**
	57%	48%	53%	67%	55%	61%	50%	57%	57%	67%	57%	64%	51%	**
				ab		a		a		abc				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Discussed deals or offers with any other provider	240	48	92	77	71	113
	10%	12%	9%	9%	10%	9%
Looked at deals or offers from any other provider	704	106	293	246	219	381
	29%	27%	29%	30%	31%	29%
Talked with friends or family for recommendations about providers	381	67	150	137	119	196
	15%	17%	15%	16%	17%	15%
None of these	1411	218	587	477	387	780
	57%	56%	57%	57%	54%	59%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Yes - in the last 6 months	141	45	96	54	87	141	-	141	95	47	26	1	26	43
	6%	11%	5%	8%	5%	10%	-%	45%	43%	6%	3%	1%	7%	11%
		b		b		b		ab	ab	bc			bc	abc
Yes - 7 to 12 months ago	175	43	132	61	114	175	-	175	124	60	44	5	31	40
	7%	11%	6%	9%	6%	13%	-%	55%	57%	8%	5%	3%	8%	10%
		b		b		b		ab	ab					bc
Yes – 13 to 18 months ago	149	35	114	52	97	149	-	-	-	36	42	9	31	32
	6%	8%	6%	8%	5%	11%	-%	-%	-%	5%	5%	6%	8%	8%
						bcd								
Yes – 1.5 to 2 years ago	144	32	112	46	98	144	-	-	-	42	51	7	16	30
	6%	8%	5%	7%	5%	10%	-%	-%	-%	6%	6%	4%	4%	8%
						bcd								
Yes – 2 to 3 years ago	182	27	155	45	137	182	-	-	-	54	64	11	27	26
	7%	7%	8%	7%	8%	13%	-%	-%	-%	7%	8%	8%	7%	7%
						bcd								
Yes – More than 3 years ago	598	70	528	132	466	598	-	-	-	192	208	36	100	68
	24%	17%	26%	20%	26%	43%	-%	-%	-%	26%	26%	24%	26%	17%
			a		a	bcd				e	e		e	
No – never changed provider	1074	159	915	272	801	-	1074	-	-	317	379	82	150	154
	44%	39%	45%	41%	45%	-%	100%	-%	-%	42%	47%	54%	39%	39%
							acd					ade		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Yes - in the last 6 months	141	26	28	19	14	11	11	**	14	75	36	125	16	7
	6%	4%	5%	3%	6%	11%	9%	**	12%	8%	4%	6%	3%	6%
						ac	c		cde	ce		c		
Yes - 7 to 12 months ago	175	26	31	39	17	8	18	**	19	81	52	152	22	5
	7%	4%	6%	7%	7%	8%	14%	**	17%	9%	5%	8%	5%	4%
							abc		bcdef	ce				
Yes – 13 to 18 months ago	149	54	23	18	14	10	9	**	8	82	46	136	11	2
	6%	9%	4%	3%	6%	10%	7%	**	7%	9%	5%	7%	2%	2%
		bc				c			e	cef		e		
Yes – 1.5 to 2 years ago	144	42	24	26	13	2	10	**	4	79	48	132	11	2
	6%	7%	5%	5%	6%	2%	8%	**	4%	9%	5%	7%	2%	2%
										cef	e	e		
Yes – 2 to 3 years ago	182	61	27	23	17	9	13	**	11	68	77	156	26	3
	7%	10%	5%	4%	7%	8%	10%	**	10%	7%	8%	8%	5%	3%
		bc					c							
Yes – More than 3 years ago	598	157	138	124	55	27	45	**	9	164	271	444	154	35
	24%	25%	26%	22%	24%	25%	35%	**	8%	18%	28%	22%	33%	29%
							c			a	abd	ab	abd	ab
No – never changed provider	1074	269	259	316	98	38	24	**	46	371	422	839	231	66
	44%	42%	49%	56%	43%	36%	19%	**	41%	40%	44%	42%	49%	54%
		f	ef	adef	f	f							bd	bd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Yes - in the last 6 months	141	53	55	33	87	53	38	40	34	29	116	14	11	**
	6%	10% bc	6%	3%	7%	5%	6%	5%	6%	6%	6%	6%	8%	**
Yes - 7 to 12 months ago	175	62	69	43	97	76	50	54	41	29	146	12	8	**
	7%	11% bc	7%	5%	7%	7%	7%	8%	8%	6%	7%	5%	6%	**
Yes – 13 to 18 months ago	149	56	57	35	70	78	41	48	29	30	110	17	15	**
	6%	10% bc	6%	4%	5%	7%	6%	7%	6%	6%	5%	7%	11%	**
Yes – 1.5 to 2 years ago	144	41	73	29	71	72	44	51	28	21	115	16	7	**
	6%	8% c	8% c	3%	5%	6%	6%	7%	5%	4%	6%	7%	5%	**
Yes – 2 to 3 years ago	182	38	78	66	102	76	54	58	37	32	152	16	10	**
	7%	7%	8%	7%	8%	7%	8%	8%	7%	6%	8%	7%	7%	**
Yes – More than 3 years ago	598	60	252	286	333	261	175	191	118	110	495	47	40	**
	24%	11% a	26% a	30% a	25%	23%	26%	26%	23%	21%	25%	20%	29%	**
No – never changed provider	1074	229	383	458	564	501	282	278	232	269	873	118	48	**
	44%	42%	40%	48% b	43%	45%	41%	39%	45%	52% ab	43%	50% c	35%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Yes - in the last 6 months	141	31	45	56	50	59
	6%	8%	4%	7%	7%	4%
Yes - 7 to 12 months ago	175	30	79	52	54	76
	7%	8%	8%	6%	8%	6%
Yes – 13 to 18 months ago	149	26	60	50	46	64
	6%	7%	6%	6%	6%	5%
Yes – 1.5 to 2 years ago	144	21	61	52	47	75
	6%	5%	6%	6%	7%	6%
Yes – 2 to 3 years ago	182	22	83	64	64	95
	7%	6%	8%	8%	9%	7%
Yes – More than 3 years ago	598	71	259	218	163	355
	24%	18%	25%	26%	23%	27%
			a	a		
No – never changed provider	1074	188	439	342	291	600
	44%	48%	43%	41%	41%	45%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	~b	~c	~d	e
Unweighted total	402	122	280	159	243	402	-	402	242	148	60	12	80	108
Effective Weighted Sample	323	97	227	128	197	323	-	323	209	131	50	9	65	89
Total	316	88	228	115	201	316	-	316	219	107	70	6	56	83
Sky	72	20	52	25	47	72	**	72	52	26	**	**	**	18
	23%	22%	23%	21%	24%	23%	**	23%	24%	24%	**	**	**	22%
BT	46	9	37	13	33	46	**	46	34	10	**	**	**	9
	15%	10%	16%	11%	16%	15%	**	15%	16%	9%	**	**	**	11%
TalkTalk	46	13	33	16	30	46	**	46	37	19	**	**	**	12
	14%	15%	14%	14%	15%	14%	**	14%	17%	18%	**	**	**	15%
Virgin Media	37	10	27	11	26	37	**	37	25	12	**	**	**	10
	12%	11%	12%	10%	13%	12%	**	12%	11%	11%	**	**	**	12%
EE	22	4	19	6	16	22	**	22	13	7	**	**	**	3
	7%	4%	8%	5%	8%	7%	**	7%	6%	7%	**	**	**	4%
Plusnet	21	5	16	8	13	21	**	21	16	10	**	**	**	4
	7%	5%	7%	7%	6%	7%	**	7%	7%	10%	**	**	**	5%
Vodafone	15	8	8	9	6	15	**	15	10	3	**	**	**	8
	5%	9%	3%	8%	3%	5%	**	5%	5%	3%	**	**	**	9%
NOW/ NOW Broadband	8	3	5	5	3	8	**	8	3	3	**	**	**	3
	3%	3%	2%	4%	2%	3%	**	3%	1%	3%	**	**	**	3%
Post Office	6	1	5	2	4	6	**	6	6	4	**	**	**	1
	2%	1%	2%	2%	2%	2%	**	2%	3%	4%	**	**	**	1%
Shell Energy	5	2	3	3	2	5	**	5	5	3	**	**	**	2
	2%	3%	1%	3%	1%	2%	**	2%	2%	3%	**	**	**	3%
John Lewis	5	2	3	2	3	5	**	5	3	1	**	**	**	1
	2%	2%	1%	2%	2%	2%	**	2%	1%	1%	**	**	**	1%
KCOM	4	4	1	4	1	4	**	4	-	-	**	**	**	4
	1%	4%	*%	3%	*%	1%	**	1%	-%	-%	**	**	**	4%
SSE		b												
	4	1	3	1	3	4	**	4	2	1	**	**	**	1
	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	**	**	**	1%
Utility Warehouse	3	1	2	1	2	3	**	3	2	1	**	**	**	1
	1%	2%	1%	1%	1%	1%	**	1%	1%	1%	**	**	**	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	~b	~c	~d	e
Unweighted total	402	122	280	159	243	402	-	402	242	148	60	12	80	108
Effective Weighted Sample	323	97	227	128	197	323	-	323	209	131	50	9	65	89
Total	316	88	228	115	201	316	-	316	219	107	70	6	56	83
POP Telecom	1	1	-	1	-	1	**	1	-	-	**	**	**	1
	*%	1%	-%	1%	-%	*%	**	*%	-%	-%	**	**	**	1%
The Phone Co-op	1	-	1	1	-	1	**	1	1	-	**	**	**	-
	*%	-%	*%	1%	-%	*%	**	*%	1%	-%	**	**	**	-%
Other supplier	18	6	13	7	12	18	**	18	11	5	**	**	**	6
	6%	7%	6%	6%	6%	6%	**	6%	5%	5%	**	**	**	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY ~a	BT ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	EE ~e	PLUS- NET ~f	VODA- FONE ~g	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%														
Unweighted total	402	59	82	63	38	28	40	22	43	202	110	355	46	16
Effective Weighted Sample	323	46	65	50	33	21	36	20	36	154	92	282	41	15
Total	316	52	59	58	31	19	29	21	33	156	88	277	38	13
Sky	72	**	**	**	**	**	**	**	**	38	17	66	**	**
	23%	**	**	**	**	**	**	**	**	24%	19%	24%	**	**
BT	46	**	**	**	**	**	**	**	**	22	15	41	**	**
	15%	**	**	**	**	**	**	**	**	14%	17%	15%	**	**
TalkTalk	46	**	**	**	**	**	**	**	**	18	20	42	**	**
	14%	**	**	**	**	**	**	**	**	11%	23% b	15%	**	**
Virgin Media	37	**	**	**	**	**	**	**	**	18	7	29	**	**
	12%	**	**	**	**	**	**	**	**	11%	8%	11%	**	**
EE	22	**	**	**	**	**	**	**	**	8	7	19	**	**
	7%	**	**	**	**	**	**	**	**	5%	8%	7%	**	**
Plusnet	21	**	**	**	**	**	**	**	**	11	5	17	**	**
	7%	**	**	**	**	**	**	**	**	7%	6%	6%	**	**
Vodafone	15	**	**	**	**	**	**	**	**	11	2	14	**	**
	5%	**	**	**	**	**	**	**	**	7%	2%	5%	**	**
NOW/ NOW Broadband	8	**	**	**	**	**	**	**	**	7	1	8	**	**
	3%	**	**	**	**	**	**	**	**	4%	1%	3%	**	**
Post Office	6	**	**	**	**	**	**	**	**	3	3	6	**	**
	2%	**	**	**	**	**	**	**	**	2%	3%	2%	**	**
Shell Energy	5	**	**	**	**	**	**	**	**	3	2	5	**	**
	2%	**	**	**	**	**	**	**	**	2%	2%	2%	**	**
John Lewis	5	**	**	**	**	**	**	**	**	4	*	4	**	**
	2%	**	**	**	**	**	**	**	**	2%	*%	1%	**	**
KCOM	4	**	**	**	**	**	**	**	**	3	*	4	**	**
	1%	**	**	**	**	**	**	**	**	2%	*%	2%	**	**
SSE	4	**	**	**	**	**	**	**	**	2	1	3	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	**	**
Utility Warehouse	3	**	**	**	**	**	**	**	**	1	1	3	**	**
	1%	**	**	**	**	**	**	**	**	1%	2%	1%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted total	402	59	82	63	38	28	40	22	43	202	110	355	46	16
Effective Weighted Sample	323	46	65	50	33	21	36	20	36	154	92	282	41	15
Total	316	52	59	58	31	19	29	21	33	156	88	277	38	13
POP Telecom	1	**	**	**	**	**	**	**	**	1	*	1	**	**
	%	**	**	**	**	**	**	**	**	1%	%	%	**	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	1	-	1	**	**
	%	**	**	**	**	**	**	**	**	1%	-%	%	**	**
Other supplier	18	**	**	**	**	**	**	**	**	6	8	14	**	**
	6%	**	**	**	**	**	**	**	**	4%	9%	5%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	~c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	402	150	160	91	227	172	130	119	68	83	335	31	22	14
Effective Weighted Sample	323	117	127	78	180	142	105	102	57	69	268	26	18	11
Total	316	115	124	76	184	129	88	94	75	58	262	25	19	10
Sky	72	29	28	**	42	28	17	17	**	**	51	**	**	**
	23%	25%	23%	**	23%	22%	19%	19%	**	**	19%	**	**	**
BT	46	17	19	**	25	21	9	17	**	**	39	**	**	**
	15%	15%	15%	**	13%	17%	10%	18%	**	**	15%	**	**	**
TalkTalk	46	15	17	**	28	17	13	12	**	**	38	**	**	**
	14%	13%	13%	**	15%	13%	15%	12%	**	**	15%	**	**	**
Virgin Media	37	11	14	**	20	17	10	11	**	**	32	**	**	**
	12%	10%	11%	**	11%	13%	12%	12%	**	**	12%	**	**	**
EE	22	8	9	**	12	11	7	5	**	**	20	**	**	**
	7%	7%	7%	**	6%	8%	8%	5%	**	**	8%	**	**	**
Plusnet	21	5	10	**	12	9	8	6	**	**	18	**	**	**
	7%	4%	8%	**	6%	7%	9%	6%	**	**	7%	**	**	**
Vodafone	15	5	8	**	12	3	6	4	**	**	15	**	**	**
	5%	5%	6%	**	7%	2%	7%	4%	**	**	6%	**	**	**
NOW/ NOW Broadband	8	6	2	**	3	5	1	4	**	**	8	**	**	**
	3%	5%	2%	**	2%	4%	1%	5%	**	**	3%	**	**	**
Post Office	6	2	4	**	2	4	2	2	**	**	6	**	**	**
	2%	1%	3%	**	1%	3%	2%	2%	**	**	2%	**	**	**
Shell Energy	5	3	1	**	2	3	3	1	**	**	4	**	**	**
	2%	3%	1%	**	1%	2%	3%	1%	**	**	1%	**	**	**
John Lewis	5	1	3	**	5	1	4	-	**	**	4	**	**	**
	2%	1%	2%	**	2%	1%	4%	-%	**	**	2%	**	**	**
KCOM	4	2	2	**	4	*	2	1	**	**	4	**	**	**
	1%	2%	1%	**	2%	*%	2%	2%	**	**	2%	**	**	**
SSE	4	2	*	**	3	1	1	2	**	**	2	**	**	**
	1%	2%	*%	**	1%	1%	1%	2%	**	**	1%	**	**	**
Utility Warehouse	3	1	2	**	1	2	-	2	**	**	3	**	**	**
	1%	1%	2%	**	1%	1%	-%	2%	**	**	1%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	~c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	402	150	160	91	227	172	130	119	68	83	335	31	22	14
Effective Weighted Sample	323	117	127	78	180	142	105	102	57	69	268	26	18	11
Total	316	115	124	76	184	129	88	94	75	58	262	25	19	10
POP Telecom	1	1	*	**	1	-	1	-	**	**	1	**	**	**
	*%	1%	*%	**	1%	-%	1%	-%	**	**	*%	**	**	**
The Phone Co-op	1	1	-	**	-	1	-	1	**	**	1	**	**	**
	*%	1%	-%	**	-%	1%	-%	1%	**	**	*%	**	**	**
Other supplier	18	5	6	**	13	6	5	8	**	**	16	**	**	**
	6%	4%	5%	**	7%	4%	5%	9%	**	**	6%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	402	77	160	137	145	168
Effective Weighted Sample	323	60	127	114	112	140
Total	316	61	124	107	104	135
Sky	72	**	30	23	34	24
	23%	**	24%	21%	33%	18%
				b		
BT	46	**	17	17	11	17
	15%	**	13%	16%	11%	13%
TalkTalk	46	**	18	13	12	28
	14%	**	15%	12%	11%	21%
Virgin Media	37	**	13	11	13	18
	12%	**	11%	11%	12%	13%
EE	22	**	10	9	5	12
	7%	**	8%	8%	5%	9%
Plusnet	21	**	8	10	7	12
	7%	**	6%	9%	7%	9%
Vodafone	15	**	7	5	5	9
	5%	**	5%	5%	5%	7%
NOW/ NOW Broadband	8	**	3	1	1	*
	3%	**	2%	1%	1%	*%
Post Office	6	**	2	4	3	1
	2%	**	1%	4%	3%	1%
Shell Energy	5	**	1	2	1	2
	2%	**	1%	2%	1%	1%
John Lewis	5	**	1	3	1	2
	2%	**	1%	2%	1%	1%
KCOM	4	**	2	1	2	-
	1%	**	1%	1%	2%	-%
SSE	4	**	2	1	3	1
	1%	**	2%	1%	2%	1%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	402	77	160	137	145	168
Effective Weighted Sample	323	60	127	114	112	140
Total	316	61	124	107	104	135
Utility Warehouse	3	**	2	1	1	2
	1%	**	2%	1%	1%	1%
POP Telecom	1	**	-	-	*	-
	*%	**	-%	-%	*%	-%
The Phone Co-op	1	**	-	-	1	-
	*%	**	-%	-%	1%	-%
Other supplier	18	**	9	6	3	8
	6%	**	7%	5%	3%	6%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	b	~c	d	e
Unweighted total	1502	325	1177	484	1018	1502	-	402	242	545	301	80	293	297
Effective Weighted Sample	1267	270	1004	407	869	1267	-	323	209	507	281	72	256	251
Total	1389	252	1137	391	999	1389	-	316	219	432	434	68	231	239
Yes	359	91	268	124	235	359	**	98	-	90	101	**	70	86
	26%	36%	24%	32%	24%	26%	**	31%	-%	21%	23%	**	30%	36%
		b		b		d		d					a	ab
No	1030	161	869	267	764	1030	**	219	219	342	333	**	161	153
	74%	64%	76%	68%	76%	74%	**	69%	100%	79%	77%	**	70%	64%
			a		a				ac	de	e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier

	Total	BROADBAND SUPPLIER							AGE					
		SKY a	BT b	VIRGIN MEDIA c	TALK- TALK d	EE ~e	PLUS- NET f	VODA- FONE ~g	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ ~f
Significance Level: 99%														
Unweighted total	1502	331	308	254	151	86	127	73	80	598	561	1239	260	59
Effective Weighted Sample	1267	283	264	209	132	73	117	67	68	483	484	1033	232	53
Total	1389	367	271	248	129	67	105	68	65	550	530	1146	240	56
Yes	359	92	85	68	23	**	22	**	**	199	95	323	37	**
	26%	25%	31%	28%	18%	**	21%	**	**	36%	18%	28%	15%	**
			d							cde		ce		
No	1030	275	187	180	106	**	83	**	**	351	436	823	203	**
	74%	75%	69%	72%	82%	**	79%	**	**	64%	82%	72%	85%	**
					b						bd	b	bd	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted total	1502	362	619	518	814	675	481	469	235	308	1241	122	88	51
Effective Weighted Sample	1267	295	515	455	681	574	411	407	201	269	1041	106	77	43
Total	1389	310	583	493	760	615	403	442	286	251	1134	120	89	45
Yes	359	132	152	75	200	156	122	112	66	58	306	22	**	**
	26%	43%	26%	15%	26%	25%	30%	25%	23%	23%	27%	19%	**	**
		bc	c											
No	1030	178	431	418	560	460	281	330	219	193	828	98	**	**
	74%	57%	74%	85%	74%	75%	70%	75%	77%	77%	73%	81%	**	**
			a	ab										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	1502	221	617	538	471	767
Effective Weighted Sample	1267	184	513	463	392	649
Total	1389	201	587	491	423	725
Yes	359	50	157	125	117	172
	26%	25%	27%	25%	28%	24%
No	1030	151	430	366	305	553
	74%	75%	73%	75%	72%	76%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	c	d	e
Unweighted total	2200	404	1796	654	1546	1100	1100	-	-	785	489	161	398	383
Effective Weighted Sample	1885	343	1554	559	1341	949	937	-	-	744	469	153	352	325
Total	2147	323	1824	548	1599	1073	1074	-	-	642	743	144	325	310
Yes	411	68	344	96	315	240	171	**	**	130	135	27	59	64
	19%	21%	19%	18%	20%	22%	16%	**	**	20%	18%	19%	18%	21%
						b								
No	1589	214	1375	395	1194	759	830	**	**	477	561	109	249	205
	74%	66%	75%	72%	75%	71%	77%	**	**	74%	75%	76%	77%	66%
			a				a			e	e		e	
Not sure	146	41	105	57	90	74	72	**	**	34	47	8	17	40
	7%	13%	6%	10%	6%	7%	7%	**	**	5%	6%	6%	5%	13%
		b		b										abd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	BROADBAND SUPPLIER							AGE					
		SKY a	BT b	VIRGIN MEDIA c	TALK- TALK d	EE e	PLUS- NET f	VODA- FONE ~g	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ f
Significance Level: 99%														
Unweighted total	2200	508	508	507	221	102	118	74	95	755	880	1730	464	115
Effective Weighted Sample	1885	437	451	423	195	92	110	68	78	631	766	1471	411	101
Total	2147	584	471	506	196	86	101	66	79	765	864	1708	433	108
Yes	411	104	76	113	55	15	20	**	**	168	159	342	67	11
	19%	18%	16%	22%	28% ab	18%	19%	**	**	22% ef	18%	20%	15%	10%
No	1589	434	368	357	129	66	75	**	**	527	655	1228	358	96
	74%	74%	78% cd	70%	66%	77%	75%	**	**	69%	76% b	72%	83% bcd	89% bcd
Not sure	146	45	27	37	12	5	6	**	**	70	50	138	8	1
	7%	8%	6%	7%	6%	6%	6%	**	**	9% cef	6% e	8% ef	2%	1%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2200	462	837	895	1133	1044	653	643	336	547	1808	202	118	72
Effective Weighted Sample	1885	377	716	788	967	901	579	556	295	485	1545	173	107	63
Total	2147	424	842	875	1140	987	597	626	443	462	1745	214	119	70
Yes	411	93	177	139	246	161	132	110	96	71	339	33	29	**
	19%	22%	21%	16%	22%	16%	22%	18%	22%	15%	19%	15%	24%	**
		c	c		b		d							
No	1589	282	594	710	836	740	435	473	308	362	1291	170	71	**
	74%	66%	71%	81%	73%	75%	73%	75%	70%	78%	74%	80%	60%	**
				ab						c	c	c		
Not sure	146	50	70	25	58	86	30	44	39	29	115	10	18	**
	7%	12%	8%	3%	5%	9%	5%	7%	9%	6%	7%	5%	16%	**
		c	c			a							ab	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2200	344	888	752	636	1206
Effective Weighted Sample	1885	293	758	651	547	1031
Total	2147	328	902	725	610	1189
Yes	411	52	166	159	135	232
	19%	16%	18%	22%	22%	20%
No	1589	251	689	511	436	896
	74%	77%	76%	70%	71%	75%
			c			
Not sure	146	25	47	56	40	61
	7%	8%	5%	8%	6%	5%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Up to 6 months	160	59	102	68	92	141	19	141	95	50	27	1	27	57
	7%	14%	5%	10%	5%	10%	2%	45%	43%	7%	3%	1%	7%	14%
		b		b		b		ab	ab	bc			bc	abcd
7 to 12 months	211	57	154	78	133	175	36	175	124	68	49	5	39	54
	9%	14%	8%	12%	7%	13%	3%	55%	57%	9%	6%	4%	10%	14%
		b		b		b		ab	ab				c	abc
13 to 18 months	168	39	128	57	110	149	19	-	-	42	46	10	36	35
	7%	10%	6%	9%	6%	11%	2%	-%	-%	6%	6%	7%	9%	9%
		b				bcd	c						a	
1.5 years to 2 years	197	50	147	76	122	144	53	-	-	51	65	10	26	48
	8%	12%	7%	11%	7%	10%	5%	-%	-%	7%	8%	7%	7%	12%
		b		b		bcd	cd							ad
More than 2 years, up to 3 years	249	42	208	68	181	182	67	-	-	70	88	13	39	41
	10%	10%	10%	10%	10%	13%	6%	-%	-%	9%	11%	9%	10%	10%
						bcd	cd							
More than 3 years, up to 5 years	320	54	266	82	238	189	131	-	-	101	106	14	46	53
	13%	13%	13%	12%	13%	14%	12%	-%	-%	13%	13%	9%	12%	13%
						cd	cd							
More than 5 years, up to 10 years	414	46	368	85	329	223	191	-	-	127	141	32	73	44
	17%	11%	18%	13%	18%	16%	18%	-%	-%	17%	17%	22%	19%	11%
		a		a		cd	cd			e	e	e	e	
More than 10 years	655	50	606	117	538	157	498	-	-	221	253	59	82	47
	27%	12%	30%	18%	30%	11%	46%	-%	-%	29%	31%	40%	22%	12%
		a		a		cd	acd			de	de	ade	e	
Don't know/ can't remember	88	15	73	31	58	29	59	-	-	19	38	4	13	15
	4%	4%	4%	5%	3%	2%	5%	-%	-%	3%	5%	3%	3%	4%
						c	acd							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Up to 6 months	160	30	29	23	17	12	12	**	18	86	39	143	18	8
	7%	5%	6%	4%	7%	11%	9%	**	16%	9%	4%	7%	4%	7%
						ac	c		cde	ce		ce		
7 to 12 months	211	32	34	47	26	11	18	**	25	96	64	186	24	7
	9%	5%	6%	8%	11%	10%	14%	**	23%	10%	7%	9%	5%	6%
					a		ab		bcdef	ce		e		
13 to 18 months	168	57	27	22	17	12	9	**	11	93	50	153	13	3
	7%	9%	5%	4%	7%	11%	7%	**	9%	10%	5%	8%	3%	2%
		c				c			e	cef		e		
1.5 years to 2 years	197	56	32	36	20	6	11	**	14	109	62	185	11	2
	8%	9%	6%	6%	9%	6%	9%	**	13%	12%	7%	9%	2%	2%
									cef	cef	e	cef		
More than 2 years, up to 3 years	249	83	37	39	20	13	17	**	13	114	91	217	32	6
	10%	13%	7%	7%	9%	12%	13%	**	12%	12%	10%	11%	7%	5%
		bc					bc			e		e		
More than 3 years, up to 5 years	320	92	63	63	28	17	18	**	6	141	124	270	49	7
	13%	14%	12%	11%	12%	16%	14%	**	5%	15%	13%	14%	10%	6%
										af	a	af		
More than 5 years, up to 10 years	414	127	94	92	35	15	28	**	9	136	176	320	93	25
	17%	20%	18%	16%	15%	14%	22%	**	8%	15%	18%	16%	20%	21%
										a	a	a	a	a
More than 10 years	655	143	189	215	59	14	11	**	10	113	312	436	218	59
	27%	22%	36%	38%	26%	14%	9%	**	9%	12%	33%	22%	46%	49%
		f	ade	ade	ef						abd	ab	abcd	abcd
Don't know/ can't remember	88	16	25	27	7	6	4	**	6	34	35	75	13	4
	4%	3%	5%	5%	3%	6%	3%	**	5%	4%	4%	4%	3%	3%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Up to 6 months	160	66	59	36	94	65	40	50	36	33	132	16	11	**
	7%	12% bc	6%	4%	7%	6%	6%	7%	7%	6%	7%	7%	8%	**
7 to 12 months	211	76	79	54	119	90	56	64	51	39	180	14	8	**
	9%	14% bc	8%	6%	9%	8%	8%	9%	10%	8%	9%	6%	6%	**
13 to 18 months	168	66	60	41	79	87	43	53	35	36	122	18	19	**
	7%	12% bc	6%	4%	6%	8%	6%	7%	7%	7%	6%	8%	14% a	**
1.5 years to 2 years	197	71	90	35	103	93	53	72	37	34	157	22	10	**
	8%	13% c	9% c	4%	8%	8%	8%	10%	7%	6%	8%	9%	7%	**
More than 2 years, up to 3 years	249	72	98	79	137	108	70	74	57	48	203	28	13	**
	10%	13% c	10%	8%	10%	10%	10%	10%	11%	9%	10%	12%	10%	**
More than 3 years, up to 5 years	320	81	133	105	167	150	82	104	70	62	256	23	25	**
	13%	15%	14%	11%	13%	13%	12%	14%	14%	12%	13%	10%	18%	**
More than 5 years, up to 10 years	414	59	172	182	229	178	131	112	81	88	337	45	22	**
	17%	11%	18% a	19% a	17%	16%	19%	16%	16%	17%	17%	19%	16%	**
More than 10 years	655	31	235	388	348	305	192	164	134	155	542	69	25	**
	27%	6%	24% a	41% ab	26%	27%	28%	23%	26%	30% b	27%	29%	18%	**
Don't know/ can't remember	88	17	41	30	49	39	18	27	15	25	79	3	4	**
	4%	3%	4%	3%	4%	3%	3%	4%	3%	5%	4%	1%	3%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Up to 6 months	160	35	52	62	55	68
	7%	9%	5%	7%	8%	5%
7 to 12 months	211	40	95	62	68	90
	9%	10%	9%	7%	10%	7%
13 to 18 months	168	29	71	51	52	73
	7%	8%	7%	6%	7%	6%
1.5 years to 2 years	197	33	86	66	67	100
	8%	8%	8%	8%	9%	8%
More than 2 years, up to 3 years	249	32	115	83	77	137
	10%	8%	11%	10%	11%	10%
More than 3 years, up to 5 years	320	51	132	115	84	187
	13%	13%	13%	14%	12%	14%
More than 5 years, up to 10 years	414	65	170	137	105	253
	17%	17%	17%	17%	15%	19%
More than 10 years	655	84	277	229	181	386
	27%	22%	27%	27%	25%	29%
Don't know/ can't remember	88	20	28	27	25	29
	4%	5%	3%	3%	3%	2%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	~c	d	e
Unweighted total	636	146	490	211	425	425	211	-	-	220	137	33	104	144
Effective Weighted Sample	541	124	421	180	365	371	171	-	-	208	131	31	92	123
Total	624	121	504	183	441	416	209	-	-	179	211	30	86	120
This is my first contract with them	136	36	100	55	82	96	40	**	**	36	35	**	26	35
	22%	30%	20%	30%	19%	23%	19%	**	**	20%	16%	**	30%	29%
		b		b										b
I have renewed my contract with them	453	73	380	114	339	296	156	**	**	136	167	**	56	73
	73%	61%	75%	62%	77%	71%	75%	**	**	76%	79%	**	65%	61%
		a		a						e	e			
Not sure	35	11	24	14	21	23	12	**	**	8	10	**	5	11
	6%	9%	5%	8%	5%	6%	6%	**	**	4%	5%	**	5%	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted total	636	159	122	116	69	37	46	37	36	289	230	555	80	15
Effective Weighted Sample	541	137	107	95	61	34	42	33	30	243	198	469	72	14
Total	624	190	117	110	59	33	39	31	29	295	223	547	76	12
This is my first contract with them	136	28	25	25	**	**	**	**	**	74	39	125	**	**
	22%	15%	22%	23%	**	**	**	**	**	25%	18%	23%	**	**
I have renewed my contract with them	453	150	86	75	**	**	**	**	**	203	171	388	**	**
	73%	79%	73%	68%	**	**	**	**	**	69%	77%	71%	**	**
Not sure	35	12	6	10	**	**	**	**	**	17	13	34	**	**
	6%	6%	5%	9%	**	**	**	**	**	6%	6%	6%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	636	205	244	186	308	320	171	206	105	150	513	55	42	26
Effective Weighted Sample	541	169	208	163	258	278	154	175	92	132	436	45	38	23
Total	624	196	242	185	314	302	161	197	139	124	500	58	41	25
This is my first contract with them	136	52	53	32	66	69	35	42	29	29	111	**	**	**
	22%	26%	22%	17%	21%	23%	22%	22%	21%	24%	22%	**	**	**
I have renewed my contract with them	453	132	173	147	238	207	119	144	102	84	363	**	**	**
	73%	67%	71%	79% a	76%	69%	74%	73%	74%	68%	73%	**	**	**
Not sure	35	12	16	7	10	25	7	10	8	10	27	**	**	**
	6%	6%	7%	4%	3%	8% a	4%	5%	6%	8%	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	636	111	271	211	196	351
Effective Weighted Sample	541	94	230	182	172	296
Total	624	104	274	207	192	348
This is my first contract with them	136	23	59	46	48	73
	22%	22%	22%	22%	25%	21%
I have renewed my contract with them	453	76	201	150	137	256
	73%	73%	73%	72%	71%	74%
Not sure	35	6	14	11	6	18
	6%	5%	5%	5%	3%	5%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Yes	932	176	756	261	671	563	370	143	78	266	279	60	165	167
	38%	43%	37%	39%	37%	41%	34%	45%	36%	36%	34%	40%	43%	42%
						b		b					ab	b
No	1531	235	1296	402	1129	827	704	173	141	482	534	90	215	226
	62%	57%	63%	61%	63%	59%	66%	55%	64%	64%	66%	60%	57%	58%
							ac			d	de			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for fixed broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Yes	932	240	204	219	90	41	43	**	49	369	324	742	184	31
	38%	38%	38%	39%	39%	39%	34%	**	44% f	40% cf	34%	37% f	39% f	26%
No	1531	396	326	345	138	64	86	**	63	552	628	1243	287	90
	62%	62%	62%	61%	61%	61%	66%	**	56%	60%	66% b	63%	61%	74% abde

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for fixed broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Yes	932	225	367	334	530	392	289	283	187	164	743	101	58	**
	38%	42%	38%	35%	40%	35%	42%	39%	36%	31%	37%	43%	42%	**
		c			b		d	d						
No	1531	314	599	617	794	725	395	437	331	356	1264	137	79	**
	62%	58%	62%	65%	60%	65%	58%	61%	64%	69%	63%	57%	58%	**
				a		a				ab				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for fixed broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
		a	b	c	a	b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Yes	932	137	391	325	291	494
	38%	35%	38%	39%	41%	37%
No	1531	252	635	508	423	830
	62%	65%	62%	61%	59%	63%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted total	1027	223	804	329	698	639	388	198	88	336	198	76	219	203
Effective Weighted Sample	863	184	682	274	593	525	337	152	74	312	183	70	187	171
Total	932	176	756	261	671	563	370	143	78	266	279	60	165	167
Looked into deals with my existing provider at that time	400 43%	62 35%	338 45%	92 35%	308 46% a	234 42%	166 45%	49 34%	** **	114 43%	134 48%	** **	66 40%	60 36%
Looked into deals with alternative provider/s	292 31%	52 30%	240 32%	78 30%	214 32%	201 36% b	91 25%	52 36% b	** **	87 33%	92 33%	** **	46 28%	49 30%
Contacted my existing provider at that time	260 28%	40 23%	220 29%	62 24%	198 30%	162 29%	98 26%	34 24%	** **	72 27%	86 31%	** **	47 28%	37 22%
Signed up for a contract with my existing provider at that time	243 26%	39 22%	204 27%	60 23%	183 27%	147 26% c	96 26% c	22 16%	** **	78 29%	76 27%	** **	38 23%	35 21%
Contacted alternative provider/s	98 11%	26 15%	72 9%	33 13%	65 10%	78 14% b	20 5%	25 17% b	** **	21 8%	27 10%	** **	21 13%	24 15%
Signed up for a contract with an alternative provider	62 7%	24 13% b	39 5%	26 10% b	36 5%	54 10% b	8 2%	33 23% ab	** **	13 5%	19 7%	** **	10 6%	20 12% a
Something else	15 2%	3 2%	12 2%	4 1%	11 2%	8 1%	7 2%	2 2%	** **	3 1%	3 1%	** **	5 3%	3 2%
I did not take any action	182 20%	35 20%	148 20%	56 22%	126 19%	94 17%	89 24% ac	21 14%	** **	62 23%	50 18%	** **	30 18%	33 20%
Can't remember	54 6%	11 6%	43 6%	19 7%	35 5%	30 5%	24 7%	10 7%	** **	16 6%	13 5%	** **	11 7%	11 7%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	~g	~a	b	c	d	e	~f
Unweighted total	1027	225	234	233	104	57	53	30	60	413	351	824	197	35
Effective Weighted Sample	863	190	202	191	92	47	48	27	51	330	302	681	176	32
Total	932	240	204	219	90	41	43	26	49	369	324	742	184	31
Looked into deals with my existing provider at that time	400	103	89	95	42	**	**	**	**	134	159	309	89	**
	43%	43%	44%	43%	47%	**	**	**	**	36%	49% b	42%	48% b	**
Looked into deals with alternative provider/s	292	69	59	64	33	**	**	**	**	118	104	234	54	**
	31%	29%	29%	29%	37%	**	**	**	**	32%	32%	32%	30%	**
Contacted my existing provider at that time	260	71	53	71	27	**	**	**	**	100	93	205	54	**
	28%	30%	26%	32%	30%	**	**	**	**	27%	29%	28%	29%	**
Signed up for a contract with my existing provider at that time	243	57	65	46	30	**	**	**	**	72	87	169	71	**
	26%	24%	32% c	21%	33%	**	**	**	**	20%	27%	23%	39% bcd	**
Contacted alternative provider/s	98	27	16	26	8	**	**	**	**	47	30	82	15	**
	11%	11%	8%	12%	9%	**	**	**	**	13%	9%	11%	8%	**
Signed up for a contract with an alternative provider	62	19	8	11	6	**	**	**	**	35	13	55	6	**
	7%	8%	4%	5%	6%	**	**	**	**	10% ce	4%	7%	3%	**
Something else	15	1	7	5	-	**	**	**	**	6	4	9	6	**
	2%	*%	3%	2%	-%	**	**	**	**	2%	1%	1%	3%	**
I did not take any action	182	49	41	42	11	**	**	**	**	78	63	148	33	**
	20%	20%	20%	19%	13%	**	**	**	**	21%	19%	20%	18%	**
Can't remember	54	11	13	14	6	**	**	**	**	27	13	46	8	**
	6%	5%	6%	6%	6%	**	**	**	**	7%	4%	6%	4%	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	1027	268	401	352	579	436	343	310	159	205	839	96	59	33
Effective Weighted Sample	863	216	330	312	480	373	289	267	135	181	704	82	52	27
Total	932	225	367	334	530	392	289	283	187	164	743	101	58	29
Looked into deals with my existing provider at that time	400 43%	81 36%	157 43%	160 48% a	230 43%	165 42%	121 42%	116 41%	86 46%	73 45%	325 44%	** **	** **	** **
Looked into deals with alternative provider/s	292 31%	62 27%	126 34%	101 30%	173 33%	116 30%	93 32%	81 29%	72 39%	45 27%	242 32%	** **	** **	** **
Contacted my existing provider at that time	260 28%	50 22%	114 31%	95 28%	144 27%	114 29%	95 33%	69 24%	55 29%	38 23%	213 29%	** **	** **	** **
Signed up for a contract with my existing provider at that time	243 26%	39 17%	90 25%	111 33% ab	157 30% b	81 21%	81 28%	68 24%	52 28%	41 25%	192 26%	** **	** **	** **
Contacted alternative provider/s	98 11%	25 11%	46 12%	26 8%	63 12%	34 9%	32 11%	24 9%	28 15%	14 8%	77 10%	** **	** **	** **
Signed up for a contract with an alternative provider	62 7%	18 8%	31 9% c	12 4%	35 7%	26 7%	24 8%	19 7%	11 6%	7 4%	49 7%	** **	** **	** **
Something else	15 2%	3 1%	4 1%	8 3%	7 1%	8 2%	4 1%	8 3%	1 1%	2 1%	14 2%	** **	** **	** **
I did not take any action	182 20%	54 24%	63 17%	64 19%	99 19%	82 21%	65 22% c	56 20%	23 12%	36 22%	137 18%	** **	** **	** **
Can't remember	54 6%	20 9% c	23 6%	12 4%	27 5%	28 7%	13 4%	22 8%	8 4%	12 7%	42 6%	** **	** **	** **

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	1027	160	412	360	333	535
Effective Weighted Sample	863	134	341	308	272	458
Total	932	137	391	325	291	494
Looked into deals with my existing provider at that time	400	52	182	135	119	224
	43%	38%	46%	42%	41%	45%
Looked into deals with alternative provider/s	292	39	120	103	82	172
	31%	28%	31%	32%	28%	35%
Contacted my existing provider at that time	260	33	114	93	94	137
	28%	24%	29%	29%	32%	28%
Signed up for a contract with my existing provider at that time	243	29	111	87	82	130
	26%	21%	28%	27%	28%	26%
Contacted alternative provider/s	98	12	48	28	41	36
	11%	8%	12%	9%	14%	7%
					b	
Signed up for a contract with an alternative provider	62	13	22	23	19	27
	7%	9%	6%	7%	7%	6%
Something else	15	1	5	7	2	10
	2%	*%	1%	2%	1%	2%
I did not take any action	182	29	67	73	50	103
	20%	21%	17%	23%	17%	21%
Can't remember	54	15	10	23	13	29
	6%	11%	3%	7%	5%	6%
		b		b		
Columns Tested: a,b,c - a,b						

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Agree strongly	496	81	414	141	354	260	236	67	34	138	161	37	87	74
	20%	20%	20%	21%	20%	19%	22%	21%	15%	18%	20%	25%	23%	19%
Agree slightly	785	125	660	199	586	443	342	92	59	239	267	42	129	119
	32%	30%	32%	30%	33%	32%	32%	29%	27%	32%	33%	28%	34%	30%
Disagree slightly	516	94	421	153	362	293	222	66	49	157	174	32	66	92
	21%	23%	21%	23%	20%	21%	21%	21%	22%	21%	21%	21%	17%	23%
Disagree strongly	338	56	282	89	249	218	120	59	46	113	104	23	46	55
	14%	14%	14%	13%	14%	16%	11%	19%	21%	15%	13%	15%	12%	14%
						b		b	b					
Don't know	329	55	274	81	248	175	154	32	30	101	107	16	53	54
	13%	13%	13%	12%	14%	13%	14%	10%	14%	14%	13%	11%	14%	14%
TOTAL AGREE	1281	206	1075	340	941	703	578	159	93	377	428	79	216	193
	52%	50%	52%	51%	52%	51%	54%	50%	43%	50%	53%	53%	57%	49%
						d								
TOTAL DISAGREE	854	150	703	243	611	512	342	124	95	270	278	54	112	147
	35%	37%	34%	37%	34%	37%	32%	39%	44%	36%	34%	36%	29%	37%
						b		b	b					d

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Agree strongly	496	130	114	113	47	25	15	**	24	169	181	374	122	40
	20%	20%	21%	20%	21%	24%	11%	**	22%	18%	19%	19%	26%	33%
			f			f							bcd	bcd
Agree slightly	785	206	171	158	84	39	45	**	36	295	299	631	151	37
	32%	32%	32%	28%	37%	37%	35%	**	33%	32%	31%	32%	32%	31%
Disagree slightly	516	136	99	127	38	18	33	**	21	226	198	446	69	10
	21%	21%	19%	23%	17%	17%	26%	**	19%	25%	21%	22%	15%	8%
									f	ef	ef	ef		
Disagree strongly	338	84	53	92	33	11	26	**	14	131	134	280	56	9
	14%	13%	10%	16%	15%	10%	20%	**	13%	14%	14%	14%	12%	8%
				b			b							
Don't know	329	81	94	73	26	13	10	**	16	100	139	255	73	25
	13%	13%	18%	13%	11%	12%	8%	**	14%	11%	15%	13%	16%	21%
			f											bd
TOTAL AGREE	1281	335	284	272	130	64	60	**	61	464	480	1004	273	77
	52%	53%	54%	48%	57%	61%	46%	**	54%	50%	50%	51%	58%	63%
													bcd	bcd
TOTAL DISAGREE	854	220	152	219	71	29	60	**	35	357	333	725	125	19
	35%	35%	29%	39%	31%	27%	46%	**	32%	39%	35%	37%	27%	16%
				b			abde		f	ef	ef	ef		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Agree strongly	496	102	176	218	296	197	119	125	119	129	385	64	32	**
	20%	19%	18%	23%	22%	18%	17%	17%	23%	25%	19%	27%	23%	**
				b	b					ab		a		
Agree slightly	785	176	299	307	444	333	232	219	164	164	648	67	43	**
	32%	33%	31%	32%	34%	30%	34%	30%	32%	32%	32%	28%	32%	**
Disagree slightly	516	119	229	166	257	256	151	171	96	97	425	55	24	**
	21%	22%	24%	17%	19%	23%	22%	24%	19%	19%	21%	23%	18%	**
			c											
Disagree strongly	338	82	135	119	176	155	100	118	60	56	272	25	21	**
	14%	15%	14%	13%	13%	14%	15%	16%	12%	11%	14%	11%	16%	**
							d							
Don't know	329	60	127	141	150	175	82	87	78	73	278	27	17	**
	13%	11%	13%	15%	11%	16%	12%	12%	15%	14%	14%	11%	12%	**
					a									
TOTAL AGREE	1281	278	475	525	740	531	352	344	283	293	1033	132	75	**
	52%	52%	49%	55%	56%	48%	51%	48%	55%	56%	51%	55%	55%	**
				b	b					b				
TOTAL DISAGREE	854	201	364	285	433	411	251	289	156	154	697	80	46	**
	35%	37%	38%	30%	33%	37%	37%	40%	30%	30%	35%	34%	33%	**
		c	c				d	cd						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Agree strongly	496	69	225	163	161	248
	20%	18%	22%	20%	23%	19%
Agree slightly	785	142	344	244	228	424
	32%	36%	34%	29%	32%	32%
		c				
Disagree slightly	516	90	200	186	132	290
	21%	23%	20%	22%	19%	22%
Disagree strongly	338	43	134	126	93	193
	14%	11%	13%	15%	13%	15%
Don't know	329	46	122	115	99	169
	13%	12%	12%	14%	14%	13%
TOTAL AGREE	1281	211	569	407	390	672
	52%	54%	55%	49%	55%	51%
		c				
TOTAL DISAGREE	854	132	335	312	225	483
	35%	34%	33%	37%	32%	37%

Columns Tested: a,b,c - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 173

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Agree strongly	387	85	302	135	252	223	164	62	33	112	112	23	60	80
	16%	21%	15%	20%	14%	16%	15%	20%	15%	15%	14%	15%	16%	20%
		b		b										ab
Agree slightly	838	155	683	251	587	487	351	128	91	296	222	38	141	149
	34%	38%	33%	38%	33%	35%	33%	41%	42%	40%	27%	26%	37%	38%
				b				b	b	bc			bc	bc
Disagree slightly	744	106	639	161	583	407	337	77	56	213	278	45	118	100
	30%	26%	31%	24%	32%	29%	31%	24%	26%	28%	34%	30%	31%	25%
					a		c				e			
Disagree strongly	340	41	299	76	264	198	142	37	25	82	145	34	39	40
	14%	10%	15%	11%	15%	14%	13%	12%	12%	11%	18%	23%	10%	10%
			a								ade	ade		
Don't know	154	26	128	40	114	74	80	13	13	45	56	9	23	24
	6%	6%	6%	6%	6%	5%	7%	4%	6%	6%	7%	6%	6%	6%
TOTAL AGREE	1225	239	986	386	839	710	515	190	124	408	334	61	201	229
	50%	58%	48%	58%	47%	51%	48%	60%	57%	55%	41%	41%	53%	58%
		b		b				ab		bc			bc	bc
TOTAL DISAGREE	1084	146	938	237	847	605	479	113	82	295	423	79	157	139
	44%	36%	46%	36%	47%	44%	45%	36%	37%	39%	52%	53%	41%	35%
			a		a	c	c				ade	ade		

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 173

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Agree strongly	387	96	81	70	46	21	20	**	26	142	142	310	76	22
	16%	15%	15%	12%	20%	20%	15%	**	23%	15%	15%	16%	16%	18%
Agree slightly	838	182	189	148	93	45	68	**	33	317	310	659	176	51
	34%	29%	36%	26%	41%	43%	53%	**	30%	34%	33%	33%	37%	42%
			c		ac	ac	abc							
Disagree slightly	744	216	157	188	61	23	26	**	31	302	287	621	123	24
	30%	34%	30%	33%	27%	22%	20%	**	28%	33%	30%	31%	26%	20%
		f		f						ef		f		
Disagree strongly	340	108	64	115	14	8	9	**	11	108	150	268	69	8
	14%	17%	12%	20%	6%	7%	7%	**	10%	12%	16%	14%	15%	7%
		def	d	bdef							bf			
Don't know	154	34	39	42	13	8	7	**	11	52	63	126	27	16
	6%	5%	7%	8%	6%	8%	5%	**	10%	6%	7%	6%	6%	13%
														bcd
TOTAL AGREE	1225	278	270	219	139	66	88	**	59	459	452	969	252	73
	50%	44%	51%	39%	61%	63%	68%	**	53%	50%	47%	49%	53%	60%
			c		abc	ac	abc							c
TOTAL DISAGREE	1084	324	221	303	75	31	35	**	42	410	437	889	192	32
	44%	51%	42%	54%	33%	30%	27%	**	38%	45%	46%	45%	41%	27%
		bdef	f	bdef						f	f	f	f	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Agree strongly	387 16%	100 19%	133 14%	153 16%	226 17%	159 14%	91 13%	102 14%	87 17%	104 20% ab	309 15%	49 20%	19 14%	** **
Agree slightly	838 34%	190 35%	308 32%	337 35%	457 35%	372 33%	240 35%	234 32%	185 36%	174 34%	683 34%	77 32%	50 36%	** **
Disagree slightly	744 30%	160 30%	319 33%	265 28%	389 29%	351 31%	213 31%	239 33%	137 27%	149 29%	598 30%	76 32%	42 31%	** **
Disagree strongly	340 14%	56 10%	143 15% a	139 15%	173 13%	162 14%	112 16% d	97 13%	72 14%	56 11%	291 14%	25 10%	18 13%	** **
Don't know	154 6%	34 6%	62 6%	58 6%	79 6%	73 7%	29 4%	48 7%	35 7%	36 7%	127 6%	13 5%	9 7%	** **
TOTAL AGREE	1225 50%	290 54% b	441 46%	490 52% b	683 52%	531 48%	330 48%	336 47%	273 53%	279 54%	992 49%	126 53%	69 50%	** **
TOTAL DISAGREE	1084 44%	215 40%	462 48% a	403 42%	562 42%	513 46%	325 47% d	336 47% d	209 41%	205 39%	889 44%	100 42%	60 43%	** **

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Agree strongly	387 16%	65 17%	174 17%	114 14%	135 19% b	175 13%
Agree slightly	838 34%	125 32%	373 36%	282 34%	219 31%	482 36% a
Disagree slightly	744 30%	123 32%	299 29%	262 31%	213 30%	417 32%
Disagree strongly	340 14%	55 14%	127 12%	126 15%	100 14%	183 14%
Don't know	154 6%	22 6%	53 5%	48 6%	47 7%	66 5%
TOTAL AGREE	1225 50%	190 49%	547 53%	396 48%	354 50%	657 50%
TOTAL DISAGREE	1084 44%	178 46%	426 42%	388 47%	313 44%	601 45%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Agree strongly	498	88	410	148	350	263	235	64	38	132	164	33	89	83
	20%	21%	20%	22%	19%	19%	22%	20%	17%	18%	20%	22%	23%	21%
Agree slightly	848	148	700	234	614	475	373	103	63	254	267	58	137	142
	34%	36%	34%	35%	34%	34%	35%	33%	29%	34%	33%	39%	36%	36%
Disagree slightly	621	87	535	146	475	364	257	85	65	202	209	30	102	82
	25%	21%	26%	22%	26%	26%	24%	27%	30%	27%	26%	20%	27%	21%
Disagree strongly	336	61	275	92	244	209	128	50	39	110	117	22	30	60
	14%	15%	13%	14%	14%	15%	12%	16%	18%	15% d	14% d	15% d	8% a	15% d
Don't know	160	28	132	43	117	79	80	14	14	50	56	7	24	25
	6%	7%	6%	6%	6%	6%	7%	5%	6%	7%	7%	5%	6%	6%
TOTAL AGREE	1346	236	1110	382	964	738	608	168	101	386	432	91	225	226
	55%	57%	54%	58%	54%	53%	57% d	53%	46%	52%	53%	60%	59% a	57%
TOTAL DISAGREE	958	148	810	238	719	573	385	134	104	312	326	52	132	142
	39%	36%	39%	36%	40%	41% b	36%	42%	48% b	42%	40%	35%	35%	36%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Agree strongly	498	144	112	96	44	27	15	**	26	157	194	377	118	37
	20%	23%	21%	17%	19%	26%	12%	**	23%	17%	20%	19%	25%	31%
		f	f			f							bd	bcd
Agree slightly	848	207	207	190	77	33	45	**	34	317	320	671	176	47
	34%	33%	39%	34%	34%	31%	35%	**	31%	34%	34%	34%	37%	39%
Disagree slightly	621	170	115	141	56	28	41	**	31	246	244	521	99	23
	25%	27%	22%	25%	25%	26%	32%	**	28%	27%	26%	26%	21%	19%
							b							
Disagree strongly	336	80	58	99	31	11	21	**	17	132	127	276	58	7
	14%	13%	11%	18%	14%	10%	16%	**	15%	14%	13%	14%	12%	6%
				b										
Don't know	160	35	38	38	19	6	7	**	4	69	67	139	20	6
	6%	5%	7%	7%	8%	6%	6%	**	3%	7%	7%	7%	4%	5%
TOTAL AGREE	1346	351	320	286	121	60	60	**	60	474	514	1048	294	84
	55%	55%	60%	51%	53%	57%	47%	**	54%	51%	54%	53%	62%	70%
			cf										bcd	abcd
TOTAL DISAGREE	958	250	173	240	87	39	62	**	48	378	372	797	157	30
	39%	39%	33%	43%	38%	37%	48%	**	43%	41%	39%	40%	33%	25%
				b			b		f	ef	f	ef		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Agree strongly	498	99	178	218	285	212	114	120	135	126	396	59	31	**
	20%	18%	18%	23%	21%	19%	17%	17%	26% ab	24% ab	20%	25%	22%	**
Agree slightly	848	186	311	349	485	356	247	236	165	194	696	88	40	**
	34%	35%	32%	37%	37%	32%	36%	33%	32%	37%	35%	37%	29%	**
Disagree slightly	621	138	274	209	316	298	188	211	118	99	504	58	35	**
	25%	26%	28% c	22%	24%	27%	27% d	29% d	23%	19%	25%	24%	25%	**
Disagree strongly	336	83	129	123	157	175	104	104	64	61	285	18	19	**
	14%	15%	13%	13%	12%	16% a	15%	14%	12%	12%	14% b	8%	14%	**
Don't know	160	33	74	52	81	76	32	48	36	40	126	16	13	**
	6%	6%	8%	5%	6%	7%	5%	7%	7%	8%	6%	7%	9%	**
TOTAL AGREE	1346	286	489	567	770	567	361	356	299	320	1092	147	71	**
	55%	53%	51%	60% ab	58% b	51%	53%	49%	58% b	62% ab	54%	62%	51%	**
TOTAL DISAGREE	958	220	403	331	473	473	292	316	182	160	789	76	54	**
	39%	41%	42% c	35%	36%	42% a	43% d	44% cd	35%	31%	39%	32%	40%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Agree strongly	498	78	221	155	174	251
	20%	20%	22%	19%	24%	19%
					b	
Agree slightly	848	144	378	260	233	463
	34%	37%	37%	31%	33%	35%
			c			
Disagree slightly	621	81	245	241	155	355
	25%	21%	24%	29%	22%	27%
				a		a
Disagree strongly	336	58	127	118	99	182
	14%	15%	12%	14%	14%	14%
Don't know	160	29	55	59	53	73
	6%	7%	5%	7%	7%	5%
TOTAL AGREE	1346	221	599	415	407	714
	55%	57%	58%	50%	57%	54%
			c			
TOTAL DISAGREE	958	139	373	359	254	537
	39%	36%	36%	43%	36%	41%
				b		

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Agree strongly	384 16%	75 18%	309 15%	112 17%	272 15%	212 15%	172 16%	60 19%	31 14%	100 13%	135 17%	28 19%	54 14%	70 18%
Agree slightly	740 30%	134 33%	606 30%	197 30%	543 30%	398 29%	342 32% cd	77 24%	46 21%	189 25%	277 34% a	39 26%	115 30%	129 33% a
Disagree slightly	635 26%	88 21%	547 27%	166 25%	469 26%	376 27%	259 24%	82 26%	63 29%	213 28% e	194 24%	41 28%	105 28%	85 22%
Disagree strongly	539 22%	80 20%	459 22%	133 20%	406 23%	331 24% b	208 19%	81 25% b	64 29% b	196 26% be	160 20%	30 20%	81 21%	76 19%
Don't know	165 7%	33 8%	132 6%	55 8%	110 6%	72 5%	93 9% a	16 5%	15 7%	51 7%	48 6%	11 8%	25 7%	32 8%
TOTAL AGREE	1124 46% b	209 51% b	915 45%	310 47%	814 45%	610 44%	514 48% d	137 43%	77 35%	289 39%	411 51% a	68 45%	170 45%	199 51% a
TOTAL DISAGREE	1174 48%	168 41%	1006 49% a	299 45%	876 49%	707 51% b	467 43%	162 51% b	127 58% b	409 55% be	354 44%	71 47%	186 49%	162 41%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Agree strongly	384	124	73	91	31	16	13	**	24	171	131	325	58	16
	16%	20% bf	14%	16%	14%	15%	10%	**	21% e	19% ce	14%	16%	12%	13%
Agree slightly	740	215	154	184	64	27	35	**	34	322	288	643	96	26
	30%	34%	29%	33%	28%	26%	27%	**	30%	35% ef	30% e	32% ef	20%	21%
Disagree slightly	635	163	143	126	60	24	45	**	28	203	252	483	151	38
	26%	26%	27%	22%	26%	23%	35% c	**	25%	22%	26%	24%	32% bd	31%
Disagree strongly	539	104	123	119	52	31	29	**	21	171	213	405	131	29
	22%	16%	23% a	21%	23%	29% a	22%	**	19%	19%	22%	20%	28% bd	24%
Don't know	165	29	38	44	20	7	8	**	5	55	69	128	36	13
	7%	5%	7%	8%	9%	6%	6%	**	4%	6%	7%	6%	8%	11%
TOTAL AGREE	1124	339	227	275	96	43	48	**	58	492	418	968	154	42
	46%	53% bdf	43%	49% f	42%	41%	37%	**	52% ef	53% cef	44% e	49% ef	33%	35%
TOTAL DISAGREE	1174	268	266	245	112	55	74	**	50	374	465	888	282	66
	48%	42%	50% a	43%	49%	52%	57% ac	**	44%	41%	49% b	45%	60% abcd	55% b

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Agree strongly	384	97	167	119	192	189	111	85	106	76	319	34	19	**
	16%	18%	17%	13%	15%	17%	16%	12%	20%	15%	16%	14%	14%	**
		c	c						b					
Agree slightly	740	174	322	243	408	326	221	222	153	143	601	72	38	**
	30%	32%	33%	26%	31%	29%	32%	31%	30%	28%	30%	30%	27%	**
		c	c											
Disagree slightly	635	123	236	275	347	283	174	213	116	128	508	74	31	**
	26%	23%	24%	29%	26%	25%	25%	30%	22%	25%	25%	31%	23%	**
				a				c						
Disagree strongly	539	114	181	241	301	231	147	160	104	123	442	45	40	**
	22%	21%	19%	25%	23%	21%	21%	22%	20%	24%	22%	19%	29%	**
				b										
Don't know	165	32	59	73	75	87	32	39	38	50	137	13	10	**
	7%	6%	6%	8%	6%	8%	5%	5%	7%	10%	7%	5%	7%	**
										ab				
TOTAL AGREE	1124	271	489	362	601	515	333	307	259	220	920	106	56	**
	46%	50%	51%	38%	45%	46%	49%	43%	50%	42%	46%	45%	41%	**
		c	c											
TOTAL DISAGREE	1174	236	418	516	648	514	321	374	220	250	950	120	72	**
	48%	44%	43%	54%	49%	46%	47%	52%	43%	48%	47%	50%	52%	**
				ab				c						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Agree strongly	384	77	160	117	122	175
	16%	20%	16%	14%	17%	13%
		c				
Agree slightly	740	133	292	258	211	395
	30%	34%	28%	31%	30%	30%
Disagree slightly	635	87	296	205	170	379
	26%	22%	29%	25%	24%	29%
Disagree strongly	539	68	218	203	162	300
	22%	18%	21%	24%	23%	23%
				a		
Don't know	165	25	60	50	50	75
	7%	6%	6%	6%	7%	6%
TOTAL AGREE	1124	209	452	375	333	570
	46%	54%	44%	45%	47%	43%
		bc				
TOTAL DISAGREE	1174	156	514	408	331	679
	48%	40%	50%	49%	46%	51%
			a	a		

Columns Tested: a,b,c - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 176

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	933	549	173	478	491
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	874	518	161	417	414
Total	2463	411	2052	663	1800	1389	1074	316	219	749	813	150	381	393
Very confident	460	98	362	151	309	261	198	89	57	122	128	30	90	93
	19%	24%	18%	23%	17%	19%	18%	28%	26%	16%	16%	20%	24%	24%
		b		b				ab	ab				ab	ab
Fairly confident	1115	178	937	295	820	666	449	156	113	358	354	62	180	171
	45%	43%	46%	44%	46%	48%	42%	49%	52%	48%	44%	42%	47%	44%
						b		b	b					
Not very confident	540	84	456	134	406	295	245	49	33	160	195	35	78	79
	22%	20%	22%	20%	23%	21%	23%	16%	15%	21%	24%	23%	20%	20%
							cd							
Not at all confident	230	36	194	53	177	122	109	18	11	71	88	16	20	36
	9%	9%	9%	8%	10%	9%	10%	6%	5%	10%	11%	11%	5%	9%
							c			d	d			
Don't know	118	15	103	31	87	45	73	4	4	38	47	8	13	14
	5%	4%	5%	5%	5%	3%	7%	1%	2%	5%	6%	5%	3%	3%
							acd							
TOTAL CONFIDENT	1575	276	1299	446	1129	928	647	246	171	479	482	92	270	264
	64%	67%	63%	67%	63%	67%	60%	78%	78%	64%	59%	61%	71%	67%
						b		ab	ab				b	b
TOTAL NOT CONFIDENT	770	120	650	187	583	416	354	67	44	231	283	50	98	115
	31%	29%	32%	28%	32%	30%	33%	21%	20%	31%	35%	34%	26%	29%
						cd	cd				d			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2602	567	590	570	259	130	158	96	138	957	990	2085	510	131
Effective Weighted Sample	2203	482	516	473	228	112	146	88	114	781	856	1747	452	115
Total	2463	636	530	564	227	105	130	87	112	921	952	1985	471	121
Very confident	460	99	97	89	49	25	20	**	30	168	165	364	93	28
	19%	16%	18%	16%	21%	24%	15%	**	27%	18%	17%	18%	20%	23%
									c					
Fairly confident	1115	307	237	218	111	52	67	**	49	409	439	897	216	51
	45%	48%	45%	39%	49%	49%	52%	**	44%	44%	46%	45%	46%	42%
		c			c		c							
Not very confident	540	144	128	148	31	19	29	**	24	217	205	446	94	25
	22%	23%	24%	26%	13%	18%	22%	**	22%	24%	22%	22%	20%	20%
		d	d	d										
Not at all confident	230	60	38	78	23	5	8	**	7	84	98	189	40	8
	9%	9%	7%	14%	10%	5%	6%	**	6%	9%	10%	10%	9%	7%
				be										
Don't know	118	26	30	30	14	4	6	**	2	42	45	89	27	10
	5%	4%	6%	5%	6%	4%	5%	**	2%	5%	5%	4%	6%	8%
TOTAL CONFIDENT	1575	406	334	308	160	77	87	**	79	578	605	1261	310	79
	64%	64%	63%	55%	70%	73%	67%	**	71%	63%	64%	64%	66%	65%
		c	c		c	c	c							
TOTAL NOT CONFIDENT	770	204	165	226	54	24	37	**	31	301	303	635	134	33
	31%	32%	31%	40%	24%	23%	28%	**	28%	33%	32%	32%	28%	27%
				abdef										

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MALE a	FEMALE b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2602	612	997	986	1360	1216	783	762	404	630	2143	233	140	86
Effective Weighted Sample	2203	493	840	865	1144	1039	681	655	351	553	1809	197	125	73
Total	2463	539	966	951	1324	1116	685	720	517	520	2008	239	138	79
Very confident	460	105	174	178	258	197	117	112	114	113	368	54	26	**
	19%	20%	18%	19%	19%	18%	17%	16%	22% b	22% b	18%	23%	19%	**
Fairly confident	1115	252	412	450	625	481	309	336	209	254	915	95	63	**
	45%	47%	43%	47%	47%	43%	45%	47%	40%	49% c	46%	40%	46%	**
Not very confident	540	121	227	191	274	262	156	177	120	81	435	59	28	**
	22%	22%	24%	20%	21%	23%	23% d	25% d	23% d	16%	22%	25%	20%	**
Not at all confident	230	47	96	86	104	124	74	65	51	39	195	18	14	**
	9%	9%	10%	9%	8%	11% a	11%	9%	10%	8%	10%	8%	10%	**
Don't know	118	14	56	45	63	53	28	30	23	33	95	13	7	**
	5%	3%	6% a	5%	5%	5%	4%	4%	4%	6%	5%	5%	5%	**
TOTAL CONFIDENT	1575	357	586	628	883	678	427	448	323	367	1283	149	89	**
	64%	66%	61%	66%	67% b	61%	62%	62%	62%	71% abc	64%	62%	65%	**
TOTAL NOT CONFIDENT	770	168	323	278	378	385	230	242	171	120	630	77	42	**
	31%	31%	33%	29%	29%	35% a	34% d	34% d	33% d	23%	31%	32%	30%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2602	421	1048	889	781	1374
Effective Weighted Sample	2203	353	881	762	657	1168
Total	2463	390	1026	833	714	1324
Very confident	460	86	198	143	158	225
	19%	22%	19%	17%	22%	17%
Fairly confident	1115	174	474	370	315	605
	45%	45%	46%	44%	44%	46%
Not very confident	540	84	218	189	149	303
	22%	21%	21%	23%	21%	23%
Not at all confident	230	30	97	87	57	136
	9%	8%	9%	10%	8%	10%
Don't know	118	17	39	45	34	56
	5%	4%	4%	5%	5%	4%
TOTAL CONFIDENT	1575	260	672	512	473	829
	64%	67%	66%	61%	66%	63%
TOTAL NOT CONFIDENT	770	113	315	276	206	439
	31%	29%	31%	33%	29%	33%

Columns Tested: a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
Very satisfied	913	175	376	215	336	235	316	61	**	87	275	**	**	551	362
	40%	38%	33%	37%	33%	32%	37%	41%	**	46%	56%	**	**	34%	54%
															a
Fairly satisfied	956	190	546	239	497	350	386	59	**	72	148	**	**	736	220
	42%	42%	48%	41%	49%	47%	45%	40%	**	39%	30%	**	**	46%	33%
					a									b	
Neither satisfied nor dissatisfied	243	65	112	79	98	83	94	19	**	19	47	**	**	177	67
	11%	14%	10%	14%	10%	11%	11%	13%	**	10%	10%	**	**	11%	10%
Fairly dissatisfied	113	17	77	21	73	51	43	6	**	7	12	**	**	94	19
	5%	4%	7%	4%	7%	7%	5%	4%	**	4%	2%	**	**	6%	3%
					a									b	
Very dissatisfied	39	7	26	16	17	21	13	5	**	2	3	**	**	34	5
	2%	2%	2%	3%	2%	3%	2%	3%	**	1%	1%	**	**	2%	1%
Don't know	12	3	6	7	2	1	8	-	**	1	2	**	**	9	3
	1%	1%	1%	1%	*%	*%	1%	-%	**	*%	*%	**	**	1%	*%
TOTAL SATISFIED	1868	365	922	454	833	585	702	120	**	158	423	**	**	1287	581
	82%	80%	81%	79%	81%	79%	82%	80%	**	85%	87%	**	**	80%	86%
														a	
TOTAL DISSATISFIED	152	25	103	37	91	71	56	10	**	9	16	**	**	128	24
	7%	5%	9%	6%	9%	10%	7%	7%	**	5%	3%	**	**	8%	4%
														b	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
Very satisfied	913	647	265	275	251	55	157	185	331	107	51	**
	40%	38%	47%	49%	31%	37%	45%	44%	37%	28%	34%	**
			a	bc			b	b	b			
Fairly satisfied	956	750	205	211	407	60	135	154	409	184	74	**
	42%	44%	36%	37%	50%	40%	39%	37%	45%	48%	49%	**
		b			ade							
Neither satisfied nor dissatisfied	243	182	62	56	75	20	36	59	93	53	12	**
	11%	11%	11%	10%	9%	13%	10%	14%	10%	14%	8%	**
Fairly dissatisfied	113	88	24	13	61	10	14	15	48	31	9	**
	5%	5%	4%	2%	7%	7%	4%	4%	5%	8%	6%	**
					a	a						
Very dissatisfied	39	30	9	9	15	6	6	5	14	10	3	**
	2%	2%	2%	2%	2%	4%	2%	1%	2%	3%	2%	**
Don't know	12	10	1	4	5	-	1	2	4	-	2	**
	1%	1%	*%	1%	1%	-%	*%	*%	*%	-%	1%	**
TOTAL SATISFIED	1868	1398	470	486	657	115	292	339	740	290	125	**
	82%	82%	83%	86%	81%	76%	84%	81%	82%	75%	83%	**
				c					b			
TOTAL DISSATISFIED	152	119	33	21	76	16	20	20	62	41	12	**
	7%	7%	6%	4%	9%	11%	6%	5%	7%	11%	8%	**
					ae	a						

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 187

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
Very satisfied	913	41	272	371	685	226	76	159	323	428	496	414	262	239	174	236
	40%	37%	35%	42%	38%	47%	52%	36%	37%	46%	40%	40%	39%	38%	38%	47%
				b		bd	bd			ab						abc
Fairly satisfied	956	38	372	366	776	178	50	186	401	367	533	418	273	291	200	184
	42%	35%	47%	41%	43%	37%	34%	42%	45%	39%	43%	41%	41%	46%	44%	37%
			ef											d		
Neither satisfied nor dissatisfied	243	19	84	98	201	40	15	58	101	82	124	110	71	63	53	53
	11%	17%	11%	11%	11%	8%	10%	13%	11%	9%	10%	11%	11%	10%	12%	11%
		e														
Fairly dissatisfied	113	6	45	33	83	29	6	30	38	44	52	58	45	27	23	18
	5%	5%	6%	4%	5%	6%	4%	7%	4%	5%	4%	6%	7%	4%	5%	4%
Very dissatisfied	39	3	13	15	32	7	-	10	17	12	18	21	17	8	6	8
	2%	3%	2%	2%	2%	1%	-%	2%	2%	1%	1%	2%	3%	1%	1%	1%
Don't know	12	3	1	6	11	1	-	4	5	2	7	4	2	4	2	2
	1%	3%	*%	1%	1%	*%	-%	1%	1%	*%	1%	*%	*%	1%	*%	*%
		be														
TOTAL SATISFIED	1868	80	643	737	1461	405	126	346	724	796	1028	832	535	530	374	420
	82%	72%	82%	83%	82%	84%	86%	77%	82%	85%	84%	81%	80%	84%	82%	84%
				a	a	a	a			a						
TOTAL DISSATISFIED	152	9	58	48	115	37	6	40	55	57	70	80	62	34	29	25
	7%	8%	7%	5%	6%	8%	4%	9%	6%	6%	6%	8%	9%	5%	6%	5%
													bd			

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
Very satisfied	913	755	86	48	**	148	393	297	292	490
	40%	41%	40%	36%	**	42%	41%	39%	43%	40%
Fairly satisfied	956	769	89	67	**	144	418	308	271	522
	42%	41%	41%	51%	**	41%	44%	41%	40%	43%
Neither satisfied nor dissatisfied	243	204	21	10	**	37	98	84	75	126
	11%	11%	10%	8%	**	10%	10%	11%	11%	10%
Fairly dissatisfied	113	91	16	1	**	15	34	50	26	66
	5%	5%	7%	1%	**	4%	4%	7%	4%	5%
								b		
Very dissatisfied	39	31	2	6	**	11	9	12	14	13
	2%	2%	1%	5%	**	3%	1%	2%	2%	1%
Don't know	12	11	1	-	**	-	1	8	2	3
	1%	1%	1%	-%	**	-%	*%	1%	*%	*%
								b		
TOTAL SATISFIED	1868	1524	175	115	**	292	811	605	563	1011
	82%	82%	81%	87%	**	82%	85%	80%	83%	83%
							c			
TOTAL DISSATISFIED	152	122	18	7	**	26	43	62	40	80
	7%	7%	9%	6%	**	7%	5%	8%	6%	7%
								b		

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
Looking for a deal for standalone service	60	46	4	50	-	40	10	13	**	9	2	**	**	50	10
	3%	10%	*%	9%	-%	5%	1%	8%	**	5%	*%	**	**	3%	2%
		b		b		b		b		b					
Looking for a deal for service in bundle	35	-	35	-	35	25	10	5	**	-	-	**	**	35	-
	2%	-%	3%	-%	3%	3%	1%	4%	**	-%	-%	**	**	2%	-%
			a		a	b								b	
Looking for a deal for other services in the bundle, but not this	26	-	26	-	26	14	12	6	**	-	-	**	**	26	-
	1%	-%	2%	-%	3%	2%	1%	4%	**	-%	-%	**	**	2%	-%
			a		a									b	
Planning to look for a deal for standalone service	137	83	24	107	-	63	44	18	**	16	14	**	**	107	30
	6%	18%	2%	19%	-%	9%	5%	12%	**	8%	3%	**	**	7%	4%
		b		b		b		b		b					
Planning to look for a deal for bundle	284	-	284	-	284	156	128	21	**	-	-	**	**	284	-
	12%	-%	25%	-%	28%	21%	15%	14%	**	-%	-%	**	**	18%	-%
			a		a	b								b	
Not currently looking or planning to look for a new deal	1635	309	723	388	644	417	615	82	**	157	447	**	**	1032	603
	72%	68%	63%	67%	63%	56%	71%	55%	**	84%	92%	**	**	64%	89%
							ac				a				a
Don't know	98	19	47	32	35	26	41	5	**	6	26	**	**	67	31
	4%	4%	4%	6%	3%	3%	5%	3%	**	3%	5%	**	**	4%	5%
SUMMARY															
Looking for deal for service	95	46	39	50	35	64	20	18	**	9	2	**	**	85	10
	4%	10%	3%	9%	3%	9%	2%	12%	**	5%	*%	**	**	5%	2%
		b		b		b		b		b				b	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Significance Level: 99%															
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
Planning to look for deal for service or bundle	420	83	308	107	284	219	171	39	**	16	14	**	**	391	30
	18%	18%	27%	19%	28%	30%	20%	26%	**	8%	3%	**	**	24%	4%
			a		a		b				b				b

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
Looking for a deal for standalone service	60	52	7	12	2	-	11	35	24	6	5	**
	3%	3%	1%	2%	*%	-%	3%	8%	3%	2%	3%	**
				b			b	abcd				
Looking for a deal for service in bundle	35	30	5	-	23	4	8	-	22	7	2	**
	2%	2%	1%	-%	3%	3%	2%	-%	2%	2%	1%	**
					ae	ae	ae					
Looking for a deal for other services in the bundle, but not this	26	24	2	-	21	3	3	-	10	6	7	**
	1%	1%	*%	-%	3%	2%	1%	-%	1%	2%	5%	**
					ae	a					a	
Planning to look for a deal for standalone service	137	115	22	49	9	2	31	48	82	3	6	**
	6%	7%	4%	9%	1%	2%	9%	11%	9%	1%	4%	**
				bc			bc	bc	b			
Planning to look for a deal for bundle	284	256	28	1	216	34	34	-	135	101	35	**
	12%	15%	5%	*%	27%	22%	10%	-%	15%	26%	23%	**
		b			ade	ade	ae			a		
Not currently looking or planning to look for a new deal	1635	1161	475	477	511	101	247	317	590	247	89	**
	72%	68%	84%	84%	63%	67%	71%	76%	66%	64%	59%	**
			a	bcde				b				
Don't know	98	71	27	27	32	7	15	19	36	16	7	**
	4%	4%	5%	5%	4%	5%	4%	5%	4%	4%	5%	**
SUMMARY												
Looking for deal for service	95	83	12	12	25	4	19	35	46	13	7	**
	4%	5%	2%	2%	3%	3%	5%	8%	5%	3%	4%	**
		b					a	abc				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
Planning to look for deal for service or bundle	420	370	50	50	225	36	65	48	217	104	41	**
	18%	22%	9%	9%	28%	24%	19%	11%	24%	27%	27%	**
		b			ade	ae	ae					

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
Looking for a deal for standalone service	60 3%	9 8% cdef	38 5% ce	12 1% ce	59 3% ce	1 *%	- -%	25 6% c	26 3% c	9 1%	39 3%	21 2%	35 5% bd	7 1%	8 2%	11 2%
Looking for a deal for service in bundle	35 2%	3 2%	13 2%	13 1%	29 2%	5 1%	- -%	5 1%	19 2%	10 1%	18 1%	15 2%	12 2%	11 2%	7 2%	4 1%
Looking for a deal for other services in the bundle, but not this	26 1%	5 4% e	9 1%	10 1%	23 1%	3 1%	1 1%	9 2%	10 1%	8 1%	16 1%	10 1%	13 2%	6 1%	3 1%	4 1%
Planning to look for a deal for standalone service	137 6%	13 12% ce	55 7%	45 5%	112 6%	23 5%	6 4%	39 9% c	52 6%	45 5%	73 6%	60 6%	53 8% b	26 4%	24 5%	34 7%
Planning to look for a deal for bundle	284 12%	11 10%	127 16% ef	111 12% e	249 14% ef	34 7%	7 5%	60 13%	134 15% c	88 9%	144 12%	138 13%	94 14% d	86 14% d	60 13%	42 8%
Not currently looking or planning to look for a new deal	1635 72%	59 53%	508 65%	667 75% abd	1234 69% a	400 83% abcd	129 88% abcd	278 62%	606 69%	750 80% ab	890 72%	733 71%	448 67%	454 72%	339 74%	382 76% a
Don't know	98 4%	11 10% cde	38 5%	32 4%	81 5%	17 3%	4 3%	31 7% c	39 4%	28 3%	49 4%	49 5%	15 2%	41 7% a	16 3%	24 5%
SUMMARY																
Looking for deal for service	95 4%	12 10% cef	51 7% cef	25 3%	88 5% e	6 1%	- -%	30 7% c	44 5% c	19 2%	57 5%	36 4%	47 7% bd	18 3%	15 3%	15 3%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
Planning to look for deal for service or bundle	420	24	181	156	361	56	13	99	185	133	217	198	147	112	84	75
	18%	22%	23%	18%	20%	12%	9%	22%	21%	14%	18%	19%	22%	18%	18%	15%
		ef	cef	e	ef			c	c				d			

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
Looking for a deal for standalone service	60	48	3	6	**	9	26	19	20	21
	3%	3%	2%	5%	**	3%	3%	2%	3%	2%
Looking for a deal for service in bundle	35	28	1	*	**	7	10	15	13	12
	2%	2%	1%	*%	**	2%	1%	2%	2%	1%
Looking for a deal for other services in the bundle, but not this	26	20	1	5	**	5	12	8	9	15
	1%	1%	*%	4%	**	1%	1%	1%	1%	1%
				a						
Planning to look for a deal for standalone service	137	115	10	7	**	28	53	37	51	54
	6%	6%	5%	5%	**	8%	6%	5%	8%	4%
									b	
Planning to look for a deal for bundle	284	232	30	14	**	42	121	101	83	161
	12%	12%	14%	11%	**	12%	13%	13%	12%	13%
Not currently looking or planning to look for a new deal	1635	1332	163	94	**	249	700	540	476	926
	72%	72%	76%	71%	**	70%	73%	71%	70%	76%
									a	
Don't know	98	85	7	5	**	14	31	39	27	32
	4%	5%	3%	4%	**	4%	3%	5%	4%	3%
SUMMARY										
Looking for deal for service	95	76	5	6	**	16	36	33	33	33
	4%	4%	2%	5%	**	4%	4%	4%	5%	3%
Columns Tested: a,b,c,d - a,b,c - a,b										

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
		a	b	c	~d	a	b	c	a	b
Significance Level: 99%										
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
Planning to look for deal for service or bundle	420	347	40	21	**	71	174	139	134	215
	18%	19%	19%	16%	**	20%	18%	18%	20%	18%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1413	456	957	568	845	673	740	172	79	-	-	-	-	1413	-
Effective Weighted Sample	1202	386	823	478	731	558	644	127	65	-	-	-	-	1202	-
Total	1601	457	1143	577	1024	740	860	149	83	-	-	-	-	1601	-
Discussed deals or offers with your provider	388	81	306	93	295	184	204	36	**	**	**	**	**	388	**
	24%	18%	27%	16%	29%	25%	24%	24%	**	**	**	**	**	24%	**
			a		a										
Looked at alternative deals or offers from your provider	366	82	284	99	267	210	156	45	**	**	**	**	**	366	**
	23%	18%	25%	17%	26%	28%	18%	30%	**	**	**	**	**	23%	**
			a		a	b		b							
Received a discount from your provider	363	85	278	97	266	178	186	45	**	**	**	**	**	363	**
	23%	19%	24%	17%	26%	24%	22%	30%	**	**	**	**	**	23%	**
					a										
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	274	71	203	82	192	170	104	53	**	**	**	**	**	274	**
	17%	15%	18%	14%	19%	23%	12%	35%	**	**	**	**	**	17%	**
						b		ab							
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	181	51	130	67	114	90	91	23	**	**	**	**	**	181	**
	11%	11%	11%	12%	11%	12%	11%	15%	**	**	**	**	**	11%	**
None of these	660	214	446	286	374	238	422	25	**	**	**	**	**	660	**
	41%	47%	39%	50%	37%	32%	49%	17%	**	**	**	**	**	41%	**
		b		b		c	ac								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND- ALONE a	SIMPLE BUNDLE b	STAND- ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b
Significance Level: 99%															
Unweighted total	1413	456	957	568	845	673	740	172	79	-	-	-	-	1413	-
Effective Weighted Sample	1202	386	823	478	731	558	644	127	65	-	-	-	-	1202	-
Total	1601	457	1143	577	1024	740	860	149	83	-	-	-	-	1601	-
SUMMARY															
ANY CHANGE	941	243	698	291	650	503	438	124	**	**	**	**	**	941	**
	59%	53%	61%	50%	63%	68%	51%	83%	**	**	**	**	**	59%	**
			a		a	b		ab							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1413	1156	257	248	549	173	307	158	809	324	131	60
Effective Weighted Sample	1202	978	225	232	518	161	250	126	691	281	109	47
Total	1601	1292	309	225	813	150	251	184	899	385	151	60
Discussed deals or offers with your provider	388	317	71	39	221	41	51	38	216	107	38	**
	24%	25%	23%	17%	27%	27%	20%	21%	24%	28%	25%	**
					a							
Looked at alternative deals or offers from your provider	366	317	49	35	200	37	62	34	192	95	47	**
	23%	25%	16%	16%	25%	24%	25%	18%	21%	25%	31%	**
		b			a		a					
Received a discount from your provider	363	297	66	34	191	46	55	41	195	111	23	**
	23%	23%	22%	15%	24%	31%	22%	22%	22%	29%	15%	**
					a	a				c		
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	274	247	27	25	127	32	52	37	159	48	35	**
	17%	19%	9%	11%	16%	22%	21%	20%	18%	12%	23%	**
		b				a	a	a			b	
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	181	156	25	21	92	15	31	24	106	36	18	**
	11%	12%	8%	9%	11%	10%	12%	13%	12%	9%	12%	**
None of these	660	504	155	123	321	59	99	70	375	150	63	**
	41%	39%	50%	55%	39%	39%	39%	38%	42%	39%	42%	**
			a	bcde								
Columns Tested: a,b - a,b,c,d,e - a,b,c,d												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1413	1156	257	248	549	173	307	158	809	324	131	60
Effective Weighted Sample	1202	978	225	232	518	161	250	126	691	281	109	47
Total	1601	1292	309	225	813	150	251	184	899	385	151	60
SUMMARY												
ANY CHANGE	941	787	153	102	492	91	152	113	523	235	87	**
	59%	61%	50%	45%	61%	61%	61%	62%	58%	61%	58%	**
		b			a	a	a	a				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1413	87	534	536	1157	253	66	319	584	507	722	679	474	385	222	323
Effective Weighted Sample	1202	70	436	471	975	225	57	251	496	452	612	582	406	338	193	281
Total	1601	90	606	608	1304	292	83	342	654	600	848	741	479	448	328	334
Discussed deals or offers with your provider	388	**	163	125	304	82	**	84	163	140	219	165	112	108	74	92
	24%	**	27%	21%	23%	28%	**	25%	25%	23%	26%	22%	23%	24%	22%	27%
Looked at alternative deals or offers from your provider	366	**	168	126	318	47	**	96	167	101	201	161	137	88	68	71
	23%	**	28%	21%	24%	16%	**	28%	26%	17%	24%	22%	29%	20%	21%	21%
			ce		e			c	c				b			
Received a discount from your provider	363	**	150	132	299	65	**	71	155	137	211	153	117	113	66	66
	23%	**	25%	22%	23%	22%	**	21%	24%	23%	25%	21%	24%	25%	20%	20%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	274	**	138	83	242	29	**	83	120	68	145	128	104	75	51	40
	17%	**	23%	14%	19%	10%	**	24%	18%	11%	17%	17%	22%	17%	15%	12%
			ce		e			c	c				d			
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	181	**	67	70	150	32	**	45	72	65	75	106	48	46	40	44
	11%	**	11%	12%	11%	11%	**	13%	11%	11%	9%	14%	10%	10%	12%	13%
												a				
None of these	660	**	203	280	518	141	**	127	243	288	339	315	168	192	147	149
	41%	**	33%	46%	40%	48%	**	37%	37%	48%	40%	43%	35%	43%	45%	45%
				b		b				ab						a
SUMMARY																
ANY CHANGE	941	**	403	328	786	152	**	215	411	312	509	426	311	257	181	185
	59%	**	67%	54%	60%	52%	**	63%	63%	52%	60%	57%	65%	57%	55%	55%
			ce					c	c				d			

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	976	110	78	39	186	487	419	365	631
Total	1601	1293	154	104	50	245	673	536	471	845
Discussed deals or offers with your provider	388	320	28	**	**	64	166	126	106	221
	24%	25%	18%	**	**	26%	25%	23%	23%	26%
Looked at alternative deals or offers from your provider	366	298	23	**	**	58	145	127	124	188
	23%	23%	15%	**	**	24%	22%	24%	26%	22%
Received a discount from your provider	363	295	38	**	**	63	152	115	117	190
	23%	23%	25%	**	**	26%	23%	22%	25%	23%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	274	215	22	**	**	44	109	104	101	132
	17%	17%	14%	**	**	18%	16%	19%	21%	16%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	181	145	18	**	**	39	77	53	66	90
	11%	11%	12%	**	**	16%	11%	10%	14%	11%
None of these	660	528	73	**	**	94	270	228	165	362
	41%	41%	47%	**	**	38%	40%	42%	35%	43%
										a
SUMMARY										
ANY CHANGE	941	765	82	**	**	152	403	309	306	482
	59%	59%	53%	**	**	62%	60%	58%	65%	57%
									b	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	337	87	250	102	235	177	160	62	27	-	-	-	-	337	-
Effective Weighted Sample	284	73	211	85	200	141	143	47	24	-	-	-	-	284	-
Total	363	85	278	97	266	178	186	45	24	-	-	-	-	363	-
I contacted my provider	288	**	232	66	222	132	157	**	**	**	**	**	**	288	**
	79%	**	83%	68%	83%	74%	84%	**	**	**	**	**	**	79%	**
					a										
My provider contacted me	64	**	40	26	38	39	24	**	**	**	**	**	**	64	**
	18%	**	14%	27%	14%	22%	13%	**	**	**	**	**	**	18%	**
				b											
Don't know/ can't remember	11	**	7	5	7	6	5	**	**	**	**	**	**	11	**
	3%	**	2%	5%	2%	4%	3%	**	**	**	**	**	**	3%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES a	NO ~b	DUAL ~a	TRIPLE b	QUAD ~c	OTHER ~d	NONE ~e	SKY a	VIRGIN MEDIA ~b	BT ~c	NOW ~d
Significance Level: 99%												
Unweighted total	337	276	61	41	133	57	76	35	181	96	27	10
Effective Weighted Sample	284	229	55	38	125	52	62	29	150	84	22	7
Total	363	297	66	34	191	46	55	41	195	111	23	9
I contacted my provider	288	231	**	**	165	**	**	**	157	**	**	**
	79%	78%	**	**	86%	**	**	**	80%	**	**	**
My provider contacted me	64	58	**	**	22	**	**	**	32	**	**	**
	18%	20%	**	**	12%	**	**	**	16%	**	**	**
Don't know/ can't remember	11	8	**	**	4	**	**	**	6	**	**	**
	3%	3%	**	**	2%	**	**	**	3%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	~a	b	c	a	b	a	~b	~c	~d
Unweighted total	337	18	140	116	274	63	13	74	140	123	194	143	124	98	49	65
Effective Weighted Sample	284	15	110	102	227	57	12	55	117	112	160	124	105	86	41	55
Total	363	17	150	132	299	65	13	71	155	137	211	153	117	113	66	66
I contacted my provider	288	**	109	114	230	**	**	**	119	121	168	120	89	**	**	**
	79%	**	73%	87%	77%	**	**	**	77%	88%	80%	79%	76%	**	**	**
				b												
My provider contacted me	64	**	38	13	59	**	**	**	33	11	40	24	25	**	**	**
	18%	**	25%	10%	20%	**	**	**	21%	8%	19%	16%	21%	**	**	**
			c						c							
Don't know/ can't remember	11	**	3	5	9	**	**	**	3	5	3	9	3	**	**	**
	3%	**	2%	4%	3%	**	**	**	2%	4%	1%	6%	3%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b
Unweighted total	337	279	32	18	8	62	133	111	116	169
Effective Weighted Sample	284	232	28	16	8	49	112	95	98	143
Total	363	295	38	20	10	63	152	115	117	190
I contacted my provider	288	233	**	**	**	**	125	91	92	167
	79%	79%	**	**	**	**	83%	78%	78%	88%
My provider contacted me	64	53	**	**	**	**	25	21	20	23
	18%	18%	**	**	**	**	16%	18%	17%	12%
Don't know/ can't remember	11	9	**	**	**	**	1	4	6	1
	3%	3%	**	**	**	**	1%	4%	5%	**%
									b	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	337	87	250	102	235	177	160	62	27	-	-	-	-	337	-
Effective Weighted Sample	284	73	211	85	200	141	143	47	24	-	-	-	-	284	-
Total	363	85	278	97	266	178	186	45	24	-	-	-	-	363	-
Yes	274	**	213	69	205	130	145	**	**	**	**	**	**	274	**
	75%	**	76%	71%	77%	73%	78%	**	**	**	**	**	**	75%	**
No	68	**	45	27	41	39	28	**	**	**	**	**	**	68	**
	19%	**	16%	28% b	15%	22%	15%	**	**	**	**	**	**	19%	**
Don't know/ can't remember	21	**	20	1	20	9	13	**	**	**	**	**	**	21	**
	6%	**	7%	1%	8%	5%	7%	**	**	**	**	**	**	6%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES a	NO ~b	DUAL ~a	TRIPLE b	QUAD ~c	OTHER ~d	NONE ~e	SKY a	VIRGIN MEDIA ~b	BT ~c	NOW ~d
Significance Level: 99%												
Unweighted total	337	276	61	41	133	57	76	35	181	96	27	10
Effective Weighted Sample	284	229	55	38	125	52	62	29	150	84	22	7
Total	363	297	66	34	191	46	55	41	195	111	23	9
Yes	274	221	**	**	149	**	**	**	153	**	**	**
	75%	74%	**	**	78%	**	**	**	78%	**	**	**
No	68	64	**	**	28	**	**	**	32	**	**	**
	19%	22%	**	**	15%	**	**	**	16%	**	**	**
Don't know/ can't remember	21	12	**	**	15	**	**	**	10	**	**	**
	6%	4%	**	**	8%	**	**	**	5%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	~a	b	c	a	b	a	~b	~c	~d
Unweighted total	337	18	140	116	274	63	13	74	140	123	194	143	124	98	49	65
Effective Weighted Sample	284	15	110	102	227	57	12	55	117	112	160	124	105	86	41	55
Total	363	17	150	132	299	65	13	71	155	137	211	153	117	113	66	66
Yes	274	**	106	103	219	**	**	**	115	110	163	111	86	**	**	**
	75%	**	70%	78%	73%	**	**	**	74%	81%	78%	73%	74%	**	**	**
No	68	**	36	19	60	**	**	**	34	17	39	29	20	**	**	**
	19%	**	24%	14%	20%	**	**	**	22%	13%	18%	19%	17%	**	**	**
Don't know/ can't remember	21	**	8	10	19	**	**	**	6	9	8	13	11	**	**	**
	6%	**	6%	7%	6%	**	**	**	4%	7%	4%	9%	9%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b
Unweighted total	337	279	32	18	8	62	133	111	116	169
Effective Weighted Sample	284	232	28	16	8	49	112	95	98	143
Total	363	295	38	20	10	63	152	115	117	190
Yes	274	224	**	**	**	**	123	82	90	150
	75%	76%	**	**	**	**	81%	71%	77%	79%
No	68	51	**	**	**	**	27	21	20	32
	19%	17%	**	**	**	**	18%	19%	17%	17%
Don't know/ can't remember	21	19	**	**	**	**	2	12	7	8
	6%	6%	**	**	**	**	1%	10%	6%	4%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	256	69	187	82	174	161	95	60	22	-	-	-	-	256	-
Effective Weighted Sample	211	57	154	67	144	128	83	44	19	-	-	-	-	211	-
Total	274	71	203	82	192	170	104	53	25	-	-	-	-	274	-
I contacted my provider	200	**	159	**	152	113	**	**	**	**	**	**	**	200	**
	73%	**	78%	**	79%	67%	**	**	**	**	**	**	**	73%	**
My provider contacted me	57	**	32	**	31	45	**	**	**	**	**	**	**	57	**
	21%	**	16%	**	16%	27%	**	**	**	**	**	**	**	21%	**
Don't know/ can't remember	17	**	12	**	10	11	**	**	**	**	**	**	**	17	**
	6%	**	6%	**	5%	7%	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d
Unweighted total	256	232	24	28	90	39	67	32	143	46	37	12
Effective Weighted Sample	211	189	21	25	83	35	51	26	121	39	28	8
Total	274	247	27	25	127	32	52	37	159	48	35	14
I contacted my provider	200	183	**	**	**	**	**	**	127	**	**	**
	73%	74%	**	**	**	**	**	**	80%	**	**	**
My provider contacted me	57	47	**	**	**	**	**	**	23	**	**	**
	21%	19%	**	**	**	**	**	**	14%	**	**	**
Don't know/ can't remember	17	17	**	**	**	**	**	**	10	**	**	**
	6%	7%	**	**	**	**	**	**	6%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	~a	b	~c	a	b	a	~b	~c	~d
Unweighted total	256	18	134	75	227	27	6	79	115	60	137	118	111	66	37	40
Effective Weighted Sample	211	13	107	66	185	24	6	61	94	54	110	100	88	56	33	34
Total	274	21	138	83	242	29	6	83	120	68	145	128	104	75	51	40
I contacted my provider	200	**	95	**	174	**	**	**	88	**	105	94	74	**	**	**
	73%	**	69%	**	72%	**	**	**	73%	**	73%	73%	71%	**	**	**
My provider contacted me	57	**	33	**	51	**	**	**	24	**	34	23	23	**	**	**
	21%	**	24%	**	21%	**	**	**	20%	**	24%	18%	22%	**	**	**
Don't know/ can't remember	17	**	9	**	17	**	**	**	8	**	5	11	7	**	**	**
	6%	**	7%	**	7%	**	**	**	7%	**	4%	9%	7%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	c	~a	b
Unweighted total	256	206	18	17	15	43	98	100	97	121
Effective Weighted Sample	211	170	16	13	13	35	82	84	79	102
Total	274	215	22	19	18	44	109	104	101	132
I contacted my provider	200	158	**	**	**	**	**	77	**	101
	73%	74%	**	**	**	**	**	74%	**	76%
My provider contacted me	57	45	**	**	**	**	**	17	**	23
	21%	21%	**	**	**	**	**	17%	**	17%
Don't know/ can't remember	17	12	**	**	**	**	**	9	**	8
	6%	6%	**	**	**	**	**	9%	**	6%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV a	FREE TV ~b
Significance Level: 99%		~a	b	~a	b	~a	~b	~c	~d	~a	~b	~c	~d		
Unweighted total	168	52	116	68	100	87	81	30	13	-	-	-	-	168	-
Effective Weighted Sample	139	41	98	55	85	67	73	18	9	-	-	-	-	139	-
Total	181	51	130	67	114	90	91	23	14	-	-	-	-	181	-
I contacted my provider	156	**	124	**	109	**	**	**	**	**	**	**	**	156	**
	86%	**	95%	**	96%	**	**	**	**	**	**	**	**	86%	**
My provider contacted me	15	**	2	**	1	**	**	**	**	**	**	**	**	15	**
	8%	**	1%	**	1%	**	**	**	**	**	**	**	**	8%	**
Don't know/ can't remember	10	**	5	**	4	**	**	**	**	**	**	**	**	10	**
	6%	**	4%	**	4%	**	**	**	**	**	**	**	**	6%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	168	144	24	25	66	20	36	22	99	30	21	6
Effective Weighted Sample	139	117	23	24	62	17	27	16	84	27	16	5
Total	181	156	25	21	92	15	31	24	106	36	18	6
I contacted my provider	156	134	**	**	**	**	**	**	**	**	**	**
	86%	86%	**	**	**	**	**	**	**	**	**	**
My provider contacted me	15	14	**	**	**	**	**	**	**	**	**	**
	8%	9%	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	10	9	**	**	**	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted total	168	11	64	64	139	29	2	41	70	57	69	99	54	42	27	42
Effective Weighted Sample	139	7	50	56	113	27	2	29	59	52	57	83	44	37	23	37
Total	181	12	67	70	150	32	2	45	72	65	75	106	48	46	40	44
I contacted my provider	156	**	**	**	125	**	**	**	**	**	**	**	**	**	**	**
	86%	**	**	**	83%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	15	**	**	**	15	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	10%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	10	**	**	**	10	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	168	133	16	14	5	35	69	51	63	81
Effective Weighted Sample	139	110	14	12	4	28	57	43	52	70
Total	181	145	18	14	4	39	77	53	66	90
I contacted my provider	156	124	**	**	**	**	**	**	**	**
	86%	86%	**	**	**	**	**	**	**	**
My provider contacted me	15	13	**	**	**	**	**	**	**	**
	8%	9%	**	**	**	**	**	**	**	**
Don't know/ can't remember	10	8	**	**	**	**	**	**	**	**
	6%	6%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
Received a discount	288	56	232	66	222	132	157	27	**	-	-	**	**	288	-
	13%	12%	20%	11%	22%	18%	18%	18%	**	-%	-%	**	**	18%	-%
			a		a									b	
Added extra or improved services	200	41	159	48	152	113	87	27	**	-	-	**	**	200	-
	9%	9%	14%	8%	15%	15%	10%	18%	**	-%	-%	**	**	13%	-%
			a		a	b		b						b	
Reduced or downgraded services	156	33	124	47	109	73	83	15	**	-	-	**	**	156	-
	7%	7%	11%	8%	11%	10%	10%	10%	**	-%	-%	**	**	10%	-%
														b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	497	108	389	134	363	243	254	52	**	-	-	**	**	497	-
	22%	24%	34%	23%	35%	33%	30%	34%	**	-%	-%	**	**	31%	-%
			a		a									b	
ALL 3 CHANGES	21	3	18	5	17	8	13	2	**	-	-	**	**	21	-
	1%	1%	2%	1%	2%	1%	1%	1%	**	-%	-%	**	**	1%	-%
														b	
DISCOUNT AND EXTRA SERVICES	57	8	49	8	49	30	27	7	**	-	-	**	**	57	-
	3%	2%	4%	1%	5%	4%	3%	5%	**	-%	-%	**	**	4%	-%
					a									b	
DISCOUNT AND REDUCED SERVICES	29	5	24	5	24	11	17	2	**	-	-	**	**	29	-
	1%	1%	2%	1%	2%	2%	2%	2%	**	-%	-%	**	**	2%	-%
														b	
EXTRA SERVICES AND REDUCED SERVICES	19	3	17	5	14	17	3	4	**	-	-	**	**	19	-
	1%	1%	1%	1%	1%	2%	1%	3%	**	-%	-%	**	**	1%	-%
						b		b						b	
DISCOUNT ONLY	181	40	141	48	133	81	100	16	**	-	-	**	**	181	-
	8%	9%	12%	8%	13%	11%	12%	11%	**	-%	-%	**	**	11%	-%
					a									b	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
EXTRA SERVICES ONLY	102	27	75	30	73	57	45	14	**	-	-	**	**	102	-
	4%	6%	7%	5%	7%	8%	5%	9%	**	-%	-%	**	**	6% b	-%
REDUCED SERVICES ONLY	87	22	65	32	54	37	50	7	**	-	-	**	**	87	-
	4%	5%	6%	6%	5%	5%	6%	4%	**	-%	-%	**	**	5% b	-%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1778	350	754	443	660	497	606	98	**	187	488	**	**	1104	675
	78%	76% b	66%	77% b	65%	67%	70%	66%	**	100%	100%	**	**	69%	100% a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
Received a discount	288	231	57	27	165	38	39	24	157	97	18	**
	13%	14%	10%	5%	20%	26%	11%	6%	17%	25%	12%	**
					ade	ade	ae			ac		
Added extra or improved services	200	183	17	18	106	25	33	18	127	34	26	**
	9%	11%	3%	3%	13%	17%	9%	4%	14%	9%	17%	**
		b			ae	ae	ae					
Reduced or downgraded services	156	134	23	19	89	13	26	10	97	34	14	**
	7%	8%	4%	3%	11%	9%	8%	2%	11%	9%	9%	**
		b			ae	ae	ae					
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	497	419	78	54	275	56	75	43	289	132	46	**
	22%	25%	14%	10%	34%	37%	22%	10%	32%	34%	31%	**
		b			ade	ade	ae					
ALL 3 CHANGES	21	18	3	2	13	3	2	1	16	3	1	**
	1%	1%	1%	*%	2%	2%	1%	*%	2%	1%	1%	**
DISCOUNT AND EXTRA SERVICES	57	49	8	3	36	10	4	5	33	16	6	**
	3%	3%	1%	*%	4%	6%	1%	1%	4%	4%	4%	**
					ade	ade						
DISCOUNT AND REDUCED SERVICES	29	24	5	2	18	3	6	-	13	11	2	**
	1%	1%	1%	*%	2%	2%	2%	-%	1%	3%	1%	**
					ae	e						
EXTRA SERVICES AND REDUCED SERVICES	19	19	-	*	7	2	9	1	13	1	2	**
	1%	1%	-%	*%	1%	1%	3%	*%	1%	*%	1%	**
						a	ae					
DISCOUNT ONLY	181	140	41	20	98	23	27	18	95	67	10	**
	8%	8%	7%	3%	12%	15%	8%	4%	11%	17%	6%	**
					ae	ade	a			ac		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
EXTRA SERVICES ONLY	102	96	6	13	51	10	18	11	65	14	17	**
	4%	6%	1%	2%	6%	7%	5%	3%	7%	4%	11%	**
		b			ae	a	a				b	
REDUCED SERVICES ONLY	87	72	15	14	52	5	9	8	54	19	9	**
	4%	4%	3%	3%	6%	3%	3%	2%	6%	5%	6%	**
					ade							
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1778	1290	488	512	538	94	274	376	609	253	105	**
	78%	75%	86%	90%	66%	63%	78%	90%	68%	66%	69%	**
			a	bcd			bc	bcd				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
Received a discount	288	6	109	114	230	58	10	48	119	121	168	120	89	88	53	56
	13%	6%	14%	13%	13%	12%	7%	11%	13%	13%	14%	12%	13%	14%	12%	11%
Added extra or improved services	200	10	95	69	174	25	4	52	88	59	105	94	74	60	36	28
	9%	9%	12%	8%	10%	5%	3%	12%	10%	6%	9%	9%	11%	10%	8%	5%
			cef		ef			c	c				d			
Reduced or downgraded services	156	7	53	65	125	32	2	32	61	64	68	89	42	41	32	38
	7%	6%	7%	7%	7%	7%	1%	7%	7%	7%	6%	9%	6%	6%	7%	8%
												a				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	497	19	187	198	404	92	13	93	204	199	267	228	162	141	96	92
	22%	18%	24%	22%	23%	19%	9%	21%	23%	21%	22%	22%	24%	22%	21%	18%
			f	f	f	f										
ALL 3 CHANGES	21	-	7	9	16	5	-	3	8	10	11	10	5	8	3	5
	1%	-%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	57	-	32	21	52	5	2	13	30	15	34	23	24	19	8	5
	3%	-%	4%	2%	3%	1%	1%	3%	3%	2%	3%	2%	4%	3%	2%	1%
			e										d			
DISCOUNT AND REDUCED SERVICES	29	1	14	8	23	6	1	10	12	7	9	20	3	9	8	9
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	*%	1%	2%	2%
EXTRA SERVICES AND REDUCED SERVICES	19	3	12	3	18	1	-	10	7	2	9	11	7	4	4	5
	1%	3%	2%	*%	1%	*%	-%	2%	1%	*%	1%	1%	1%	1%	1%	1%
		c						c								
DISCOUNT ONLY	181	5	57	76	139	42	7	23	70	89	114	67	57	52	34	37
	8%	5%	7%	9%	8%	9%	5%	5%	8%	9%	9%	7%	9%	8%	8%	7%
										a						
EXTRA SERVICES ONLY	102	7	45	36	88	13	2	26	43	32	51	50	38	29	21	12
	4%	7%	6%	4%	5%	3%	1%	6%	5%	3%	4%	5%	6%	5%	5%	2%
													d			

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Significance Level: 99%																
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
REDUCED SERVICES ONLY	87	3	20	45	68	19	1	9	34	44	39	48	28	20	17	18
	4%	3%	3%	5%	4%	4%	1%	2%	4%	5%	3%	5%	4%	3%	4%	4%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1778	91	600	692	1383	391	133	355	682	738	962	797	509	490	362	409
	78%	82%	76%	78%	77%	81%	91%	79%	77%	79%	78%	78%	76%	78%	79%	82%
							bcde									

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
Received a discount	288	233	32	16	**	46	125	91	92	167
	13%	13%	15%	12%	**	13%	13%	12%	14%	14%
Added extra or improved services	200	158	13	14	**	30	84	77	77	101
	9%	9%	6%	10%	**	9%	9%	10%	11%	8%
Reduced or downgraded services	156	124	15	14	**	35	65	46	61	84
	7%	7%	7%	11%	**	10%	7%	6%	9%	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	497	400	48	31	**	80	219	159	178	268
	22%	22%	22%	23%	**	22%	23%	21%	26%	22%
ALL 3 CHANGES	21	16	2	2	**	4	9	7	8	13
	1%	1%	1%	2%	**	1%	1%	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	57	43	5	6	**	11	20	23	15	32
	3%	2%	2%	5%	**	3%	2%	3%	2%	3%
DISCOUNT AND REDUCED SERVICES	29	24	2	2	**	6	8	13	11	17
	1%	1%	1%	2%	**	2%	1%	2%	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	19	16	1	1	**	6	9	4	9	10
	1%	1%	1%	1%	**	2%	1%	1%	1%	1%
DISCOUNT ONLY	181	150	23	6	**	25	88	47	57	106
	8%	8%	10%	4%	**	7%	9%	6%	8%	9%
EXTRA SERVICES ONLY	102	84	5	5	**	9	45	43	45	46
	4%	5%	2%	4%	**	3%	5%	6%	7% b	4%
REDUCED SERVICES ONLY	87	68	9	9	**	18	39	22	33	45
	4%	4%	4%	7%	**	5%	4%	3%	5%	4%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER										
	1778	1459	168	101	**	274	734	600	501	953
	78%	78%	78%	77%	**	78%	77%	79%	74%	78%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
Received a discount	64	24	40	26	38	39	24	15	**	-	-	**	**	64	-
	3%	5%	3%	5%	4%	5%	3%	10%	**	-%	-%	**	**	4%	-%
								b						b	
Added extra or improved services	57	25	32	26	31	45	11	23	**	-	-	**	**	57	-
	2%	6%	3%	5%	3%	6%	1%	15%	**	-%	-%	**	**	4%	-%
						b		ab						b	
Reduced or downgraded services	15	13	2	14	1	11	3	8	**	-	-	**	**	15	-
	1%	3%	*%	2%	*%	2%	*%	5%	**	-%	-%	**	**	1%	-%
		b		b				ab						b	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	124	57	67	61	63	86	37	38	**	-	-	**	**	124	-
	5%	12%	6%	11%	6%	12%	4%	25%	**	-%	-%	**	**	8%	-%
		b		b		b		ab						b	
DISCOUNT AND EXTRA SERVICES	8	2	6	2	6	7	1	5	**	-	-	**	**	8	-
	*%	*%	*%	*%	1%	1%	*%	3%	**	-%	-%	**	**	*%	-%
								b							
DISCOUNT AND REDUCED SERVICES	*	-	*	*	*	*	-	*	**	-	-	**	**	*	-
	*%	-%	*%	*%	*%	*%	-%	*%	**	-%	-%	**	**	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	3	-	3	-	3	-	3	**	-	-	**	**	3	-
	*%	1%	-%	1%	-%	*%	-%	2%	**	-%	-%	**	**	*%	-%
								b							
DISCOUNT ONLY	55	22	33	24	32	32	23	10	**	-	-	**	**	55	-
	2%	5%	3%	4%	3%	4%	3%	7%	**	-%	-%	**	**	3%	-%
								b						b	
EXTRA SERVICES ONLY	46	20	26	21	25	36	10	15	**	-	-	**	**	46	-
	2%	4%	2%	4%	2%	5%	1%	10%	**	-%	-%	**	**	3%	-%
						b		b						b	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
REDUCED SERVICES ONLY	11	10	1	11	*	8	3	4	**	-	-	**	**	11	-
	*%	2%	*%	2%	*%	1%	*%	3%	**	-%	-%	**	**	1%	-%
		b		b				b							
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2151	400	1077	516	961	654	823	112	**	187	488	**	**	1477	675
	95%	88%	94%	89%	94%	88%	96%	75%	**	100%	100%	**	**	92%	100%
			a		a	c	ac								a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
Received a discount	64	58	6	6	22	7	14	14	32	12	4	**
	3%	3%	1%	1%	3%	5%	4%	3%	4%	3%	3%	**
		b				a	a					
Added extra or improved services	57	47	10	4	13	7	14	18	23	11	6	**
	2%	3%	2%	1%	2%	5%	4%	4%	3%	3%	4%	**
						a	a	a				
Reduced or downgraded services	15	14	1	-	-	*	3	11	6	1	1	**
	1%	1%	*%	-%	-%	*%	1%	3%	1%	*%	*%	**
								ab				
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	124	108	15	10	35	12	28	39	55	22	9	**
	5%	6%	3%	2%	4%	8%	8%	9%	6%	6%	6%	**
		b			a	a	a	ab				
DISCOUNT AND EXTRA SERVICES	8	7	1	1	-	3	3	1	3	2	1	**
	*%	*%	*%	*%	-%	2%	1%	*%	*%	*%	1%	**
						b						
DISCOUNT AND REDUCED SERVICES	*	*	-	-	-	*	*	-	*	-	*	**
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	**
EXTRA SERVICES AND REDUCED SERVICES	3	3	-	-	-	-	-	3	3	-	-	**
	*%	*%	-%	-%	-%	-%	-%	1%	*%	-%	-%	**
DISCOUNT ONLY	55	51	4	5	22	4	10	13	29	10	2	**
	2%	3%	1%	1%	3%	3%	3%	3%	3%	3%	2%	**
		b										
EXTRA SERVICES ONLY	46	37	9	3	13	5	11	14	17	10	5	**
	2%	2%	2%	1%	2%	3%	3%	3%	2%	3%	3%	**
						a	a	a				
REDUCED SERVICES ONLY	11	10	1	-	-	-	3	8	3	1	*	**
	*%	1%	*%	-%	-%	-%	1%	2%	*%	*%	*%	**
								ab				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2151	1600	551	557	778	138	321	380	844	363	142	**
	95%	94%	97%	98%	96%	92%	92%	91%	94%	94%	94%	**
			a	bcde	e							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
Received a discount	64	9	38	13	59	4	1	19	33	11	40	24	25	20	13	7
	3%	8%	5%	1%	3%	1%	1%	4%	4%	1%	3%	2%	4%	3%	3%	1%
		cef	ce		ce			c	c							
Added extra or improved services	57	9	33	9	51	5	2	23	24	9	34	23	23	8	13	13
	2%	8%	4%	1%	3%	1%	1%	5%	3%	1%	3%	2%	3%	1%	3%	3%
		cde	ce		c			c	c							
Reduced or downgraded services	15	5	8	2	15	-	-	9	4	1	6	9	4	1	7	3
	1%	4%	1%	1%	1%	-%	-%	2%	1%	1%	1%	1%	1%	1%	2%	1%
		bcde						bc							b	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	124	22	70	23	114	8	2	49	54	19	71	53	43	28	32	20
	5%	20%	9%	3%	6%	2%	1%	11%	6%	2%	6%	5%	6%	4%	7%	4%
		bcdef	cef		ce			bc	c							
DISCOUNT AND EXTRA SERVICES	8	1	5	1	7	1	1	1	6	1	7	1	6	-	-	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	1%
DISCOUNT AND REDUCED SERVICES	*	-	*	-	*	-	-	*	-	-	*	-	-	*	-	*
	1%	-%	1%	-%	1%	-%	-%	1%	-%	-%	1%	-%	-%	1%	-%	1%
EXTRA SERVICES AND REDUCED SERVICES	3	-	3	-	3	-	-	2	1	-	2	1	3	-	-	-
	1%	-%	1%	-%	1%	-%	-%	1%	1%	-%	1%	1%	1%	-%	-%	-%
DISCOUNT ONLY	55	8	32	12	52	3	-	18	28	10	32	23	19	19	13	4
	2%	7%	4%	1%	3%	1%	-%	4%	3%	1%	3%	2%	3%	3%	3%	1%
		cdef	ce		e			c	c					d		
EXTRA SERVICES ONLY	46	8	25	8	41	3	1	20	17	7	25	20	14	8	13	11
	2%	7%	3%	1%	2%	1%	1%	5%	2%	1%	2%	2%	2%	1%	3%	2%
		cde	ce					bc								
REDUCED SERVICES ONLY	11	5	4	2	11	-	-	7	3	1	4	7	1	*	7	3
	1%	4%	1%	1%	1%	-%	-%	2%	1%	1%	1%	1%	1%	1%	2%	1%
		bcde						bc							ab	

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2151	89	717	867	1673	475	144	399	831	918	1159	972	627	603	425	481
	95%	80%	91%	97%	94%	98%	99%	89%	94%	98%	94%	95%	94%	96%	93%	96%
			a	abd	a	abd	ab		a	ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
Received a discount	64	53	6	2	**	15	25	21	20	23
	3%	3%	3%	2%	**	4%	3%	3%	3%	2%
Added extra or improved services	57	45	5	4	**	11	22	17	19	23
	2%	2%	2%	3%	**	3%	2%	2%	3%	2%
Reduced or downgraded services	15	13	2	-	**	4	7	3	2	2
	1%	1%	1%	-%	**	1%	1%	*%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	124	100	12	6	**	28	51	34	39	45
	5%	5%	6%	5%	**	8%	5%	5%	6%	4%
DISCOUNT AND EXTRA SERVICES	8	7	1	-	**	1	3	4	2	3
	*%	*%	*%	-%	**	*%	*%	*%	*%	*%
DISCOUNT AND REDUCED SERVICES	*	*	-	-	**	*	-	*	-	-
	*%	*%	-%	-%	**	*%	-%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	3	-	-	**	-	-	3	-	-
	*%	*%	-%	-%	**	-%	-%	*%	-%	-%
DISCOUNT ONLY	55	45	5	2	**	14	22	17	17	19
	2%	2%	2%	2%	**	4%	2%	2%	3%	2%
EXTRA SERVICES ONLY	46	34	4	4	**	9	19	11	17	20
	2%	2%	2%	3%	**	3%	2%	1%	2%	2%
REDUCED SERVICES ONLY	11	9	2	-	**	4	7	-	2	2
	*%	*%	1%	-%	**	1%	1%	-%	*%	*%

c

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2151	1760	203	126	**	326	901	725	641	1175
	95%	95%	94%	95%	**	92%	95%	95%	94%	96%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
Discussed deals or offers with any other provider	171	33	120	39	114	108	45	36	**	10	7	**	**	153	17
	8%	7%	10%	7%	11%	15%	5%	24%	**	5%	2%	**	**	10%	3%
					a	b		ab		b				b	
Looked at deals or offers from any other provider	492	96	321	120	298	261	156	66	**	42	32	**	**	417	74
	22%	21%	28%	21%	29%	35%	18%	44%	**	23%	7%	**	**	26%	11%
			a		a	b		b		b				b	
Talked with friends or family for recommendations about providers	324	73	189	86	175	154	108	43	**	29	33	**	**	262	63
	14%	16%	16%	15%	17%	21%	13%	29%	**	16%	7%	**	**	16%	9%
						b		b		b				b	
None of these	1482	289	639	370	557	322	606	43	**	121	432	**	**	928	554
	65%	63%	56%	64%	54%	43%	70%	29%	**	65%	89%	**	**	58%	82%
		b		b		c	ac				a				a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
Discussed deals or offers with any other provider	171	148	22	19	83	15	26	28	75	36	22	**
	8%	9%	4%	3%	10%	10%	8%	7%	8%	9%	15%	**
		b			a	a	a					
Looked at deals or offers from any other provider	492	419	73	69	226	42	82	78	203	112	54	**
	22%	24%	13%	12%	28%	28%	23%	18%	23%	29%	36%	**
		b			ae	a	a	a			a	
Talked with friends or family for recommendations about providers	324	272	53	52	127	19	65	66	139	72	27	**
	14%	16%	9%	9%	16%	12%	19%	16%	15%	19%	18%	**
		b			a		a	a				
None of these	1482	1029	453	452	465	90	206	283	558	206	71	**
	65%	60%	80%	80%	57%	60%	59%	67%	62%	53%	47%	**
			a	bcde				b	bc			
Columns Tested: a,b - a,b,c,d,e - a,b,c,d												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
Discussed deals or offers with any other provider	171	13	81	54	148	20	4	42	82	44	110	58	58	42	30	38
	8%	12%	10%	6%	8%	4%	3%	9%	9%	5%	9%	6%	9%	7%	7%	8%
		ef	cef		e			c	c		b					
Looked at deals or offers from any other provider	492	26	214	192	431	58	12	120	215	154	300	187	175	129	102	83
	22%	23%	27%	22%	24%	12%	8%	27%	24%	16%	24%	18%	26%	21%	22%	17%
		ef	cef	ef	ef			c	c		b		d			
Talked with friends or family for recommendations about providers	324	31	150	99	280	43	11	100	135	88	166	152	127	68	72	55
	14%	28%	19%	11%	16%	9%	8%	22%	15%	9%	14%	15%	19%	11%	16%	11%
		cdef	cef		ce			bc	c				bd			
None of these	1482	52	430	611	1093	388	125	239	535	707	770	700	390	426	288	366
	65%	47%	55%	69%	61%	80%	86%	53%	60%	75%	63%	68%	58%	68%	63%	73%
				abd	ab	abcd	abcd			ab		a		a		ac

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
Discussed deals or offers with any other provider	171	144	12	9	**	33	67	45	51	76
	8%	8%	5%	7%	**	9%	7%	6%	8%	6%
Looked at deals or offers from any other provider	492	403	39	35	**	80	203	163	162	261
	22%	22%	18%	26%	**	22%	21%	21%	24%	21%
Talked with friends or family for recommendations about providers	324	260	29	21	**	66	134	106	116	150
	14%	14%	13%	16%	**	19%	14%	14%	17% b	12%
None of these	1482	1213	151	80	**	220	619	502	421	826
	65%	65%	70%	60%	**	62%	65%	66%	62%	68%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
Yes - in the last 6 months	73	18	37	23	33	56	-	56	**	17	-	**	**	56	17
	3%	4%	3%	4%	3%	8%	-%	37%	**	9%	-%	**	**	3%	3%
						b		ab		b					
Yes - 7 to 12 months ago	111	39	55	42	52	94	-	94	**	17	-	**	**	94	17
	5%	9%	5%	7%	5%	13%	-%	63%	**	9%	-%	**	**	6%	3%
		b				b		ab		b				b	
Yes – 13 to 18 months ago	87	20	53	29	44	73	-	-	**	14	-	**	**	73	14
	4%	4%	5%	5%	4%	10%	-%	-%	**	7%	-%	**	**	5%	2%
						bc				b				b	
Yes – 1.5 to 2 years ago	103	21	62	29	54	83	-	-	**	21	-	**	**	83	21
	5%	4%	5%	5%	5%	11%	-%	-%	**	11%	-%	**	**	5%	3%
						bc				b					
Yes – 2 to 3 years ago	117	26	73	32	67	99	-	-	**	17	-	**	**	99	17
	5%	6%	6%	6%	7%	13%	-%	-%	**	9%	-%	**	**	6%	3%
						bc				b				b	
Yes – More than 3 years ago	436	71	265	95	240	335	-	-	**	101	-	**	**	335	101
	19%	15%	23%	16%	23%	45%	-%	-%	**	54%	-%	**	**	21%	15%
		a		a	a	bc				b				b	
No – never changed provider	1348	261	599	328	532	-	860	-	**	-	488	**	**	860	488
	59%	57%	52%	57%	52%	-%	100%	-%	**	-%	100%	**	**	54%	72%
						ac				a				a	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
Yes - in the last 6 months	73	61	12	10	25	3	18	17	24	10	16	**
	3%	4%	2%	2%	3%	2%	5%	4%	3%	3%	11%	**
							a				ab	
Yes - 7 to 12 months ago	111	98	13	16	30	9	27	29	39	20	13	**
	5%	6%	2%	3%	4%	6%	8%	7%	4%	5%	9%	**
		b					ab	a				
Yes – 13 to 18 months ago	87	76	11	10	30	4	27	17	44	8	7	**
	4%	4%	2%	2%	4%	3%	8%	4%	5%	2%	5%	**
		b					ab					
Yes – 1.5 to 2 years ago	103	100	4	14	42	10	15	23	47	14	7	**
	5%	6%	1%	3%	5%	7%	4%	5%	5%	4%	5%	**
		b				a						
Yes – 2 to 3 years ago	117	106	11	17	59	9	8	24	48	22	18	**
	5%	6%	2%	3%	7%	6%	2%	6%	5%	6%	12%	**
		b			ad						a	
Yes – More than 3 years ago	436	350	86	95	194	41	64	45	171	103	27	**
	19%	21%	15%	17%	24%	27%	18%	11%	19%	27%	18%	**
		b		e	ae	ae	e			a		
No – never changed provider	1348	917	431	403	433	74	191	264	525	208	62	**
	59%	54%	76%	71%	53%	50%	55%	63%	58%	54%	41%	**
			a	bcde				bc	c			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
Yes - in the last 6 months	73	12	37	19	68	5	1	31	31	11	39	34	27	17	14	14
	3%	11%	5%	2%	4%	1%	1%	7%	3%	1%	3%	3%	4%	3%	3%	3%
		cdef	ce		e			bc	c							
Yes - 7 to 12 months ago	111	19	51	27	97	14	3	38	45	28	58	52	34	29	27	20
	5%	17%	6%	3%	5%	3%	2%	8%	5%	3%	5%	5%	5%	5%	6%	4%
		bcdef	ce		c			c								
Yes – 13 to 18 months ago	87	5	49	24	78	7	-	29	37	20	47	39	26	29	16	15
	4%	4%	6%	3%	4%	2%	-%	6%	4%	2%	4%	4%	4%	5%	4%	3%
			cef		e			c								
Yes – 1.5 to 2 years ago	103	12	55	30	97	5	1	38	52	12	57	46	45	21	19	18
	5%	11%	7%	3%	5%	1%	*%	8%	6%	1%	5%	5%	7%	3%	4%	4%
		cef	cef	e	e			c	c				b			
Yes – 2 to 3 years ago	117	4	48	48	100	16	1	34	40	42	62	53	34	31	30	22
	5%	4%	6%	5%	6%	3%	1%	8%	5%	4%	5%	5%	5%	5%	7%	4%
Yes – More than 3 years ago	436	7	119	198	324	111	29	47	173	215	243	188	127	130	80	95
	19%	7%	15%	22%	18%	23%	20%	11%	20%	23%	20%	18%	19%	21%	18%	19%
				ab	a	ab	a		a	a						
No – never changed provider	1348	52	427	544	1023	325	111	230	507	610	724	614	377	373	272	316
	59%	47%	54%	61%	57%	67%	76%	51%	57%	65%	59%	60%	56%	59%	59%	63%
				ab		abd	abcd			ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
Yes - in the last 6 months	73	63	6	3	**	20	31	21	31	28
	3%	3%	3%	2%	**	6%	3%	3%	5% b	2%
Yes - 7 to 12 months ago	111	96	4	10	**	23	42	37	40	43
	5%	5%	2%	8%	**	6%	4%	5%	6%	4%
Yes – 13 to 18 months ago	87	69	10	6	**	15	30	27	33	31
	4%	4%	5%	5%	**	4%	3%	4%	5% b	3%
Yes – 1.5 to 2 years ago	103	83	7	6	**	17	45	35	40	47
	5%	4%	3%	5%	**	5%	5%	5%	6%	4%
Yes – 2 to 3 years ago	117	95	16	2	**	14	63	31	30	67
	5%	5%	7%	2%	**	4%	7%	4%	4%	6%
Yes – More than 3 years ago	436	360	28	32	**	54	210	143	132	250
	19%	19%	13%	24%	**	15%	22% a	19%	19%	20%
No – never changed provider	1348	1093	145	73	**	211	533	466	373	753
	59%	59%	67%	55%	**	60%	56%	61%	55%	62% a

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : Those who have changed supplier in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	~b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	217	61	111	71	101	172	-	172	79	45	-	45	31	172	45
Effective Weighted Sample	164	46	81	52	75	127	-	127	65	38	-	38	29	127	38
Total	184	58	92	64	85	149	-	149	83	35	-	35	24	149	35
Sky	43	**	27	**	25	30	**	30	**	**	**	**	**	30	**
	23%	**	30%	**	30%	20%	**	20%	**	**	**	**	**	20%	**
Virgin Media	31	**	15	**	14	24	**	24	**	**	**	**	**	24	**
	17%	**	16%	**	17%	16%	**	16%	**	**	**	**	**	16%	**
BT	26	**	14	**	14	24	**	24	**	**	**	**	**	24	**
	14%	**	16%	**	16%	16%	**	16%	**	**	**	**	**	16%	**
EE	17	**	8	**	8	17	**	17	**	**	**	**	**	17	**
	9%	**	9%	**	9%	11%	**	11%	**	**	**	**	**	11%	**
Freeview	15	**	9	**	8	15	**	15	**	**	**	**	**	15	**
	8%	**	10%	**	9%	10%	**	10%	**	**	**	**	**	10%	**
TalkTalk	13	**	5	**	4	10	**	10	**	**	**	**	**	10	**
	7%	**	6%	**	5%	7%	**	7%	**	**	**	**	**	7%	**
Freesat	9	**	5	**	5	8	**	8	**	**	**	**	**	8	**
	5%	**	6%	**	6%	6%	**	6%	**	**	**	**	**	6%	**
NOW/ NOW Broadband	8	**	3	**	3	7	**	7	**	**	**	**	**	7	**
	4%	**	3%	**	3%	4%	**	4%	**	**	**	**	**	4%	**
Plusnet	8	**	1	**	1	6	**	6	**	**	**	**	**	6	**
	4%	**	1%	**	1%	4%	**	4%	**	**	**	**	**	4%	**
YouView	3	**	-	**	-	1	**	1	**	**	**	**	**	1	**
	2%	**	-%	**	-%	1%	**	1%	**	**	**	**	**	1%	**
Other supplier	10	**	3	**	3	8	**	8	**	**	**	**	**	8	**
	6%	**	4%	**	3%	5%	**	5%	**	**	**	**	**	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : Those who have changed supplier in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	217	191	26	36	48	21	69	43	80	28	35	11
Effective Weighted Sample	164	143	21	32	40	16	53	34	58	23	27	9
Total	184	160	24	26	55	12	45	46	63	30	29	8
Sky	43	31	**	**	**	**	**	**	**	**	**	**
	23%	19%	**	**	**	**	**	**	**	**	**	**
Virgin Media	31	29	**	**	**	**	**	**	**	**	**	**
	17%	18%	**	**	**	**	**	**	**	**	**	**
BT	26	23	**	**	**	**	**	**	**	**	**	**
	14%	14%	**	**	**	**	**	**	**	**	**	**
EE	17	17	**	**	**	**	**	**	**	**	**	**
	9%	11%	**	**	**	**	**	**	**	**	**	**
Freeview	15	15	**	**	**	**	**	**	**	**	**	**
	8%	9%	**	**	**	**	**	**	**	**	**	**
TalkTalk	13	12	**	**	**	**	**	**	**	**	**	**
	7%	8%	**	**	**	**	**	**	**	**	**	**
Freesat	9	8	**	**	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	8	8	**	**	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**	**	**	**
Plusnet	8	7	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**
YouView	3	2	**	**	**	**	**	**	**	**	**	**
	2%	1%	**	**	**	**	**	**	**	**	**	**
Other supplier	10	9	**	**	**	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	~a	~b	~c	a	~b	~a	~b	~c	~d
Unweighted total	217	35	106	58	199	18	4	81	94	42	119	97	80	55	35	46
Effective Weighted Sample	164	26	76	47	147	17	4	58	71	36	89	74	57	45	27	38
Total	184	31	88	46	166	18	4	69	76	39	97	87	61	47	40	35
Sky	43	**	17	**	36	**	**	**	**	**	20	**	**	**	**	**
	23%	**	20%	**	22%	**	**	**	**	**	21%	**	**	**	**	**
Virgin Media	31	**	18	**	27	**	**	**	**	**	18	**	**	**	**	**
	17%	**	21%	**	17%	**	**	**	**	**	19%	**	**	**	**	**
BT	26	**	15	**	25	**	**	**	**	**	14	**	**	**	**	**
	14%	**	17%	**	15%	**	**	**	**	**	14%	**	**	**	**	**
EE	17	**	8	**	16	**	**	**	**	**	7	**	**	**	**	**
	9%	**	9%	**	10%	**	**	**	**	**	7%	**	**	**	**	**
Freeview	15	**	7	**	13	**	**	**	**	**	9	**	**	**	**	**
	8%	**	8%	**	8%	**	**	**	**	**	9%	**	**	**	**	**
TalkTalk	13	**	6	**	13	**	**	**	**	**	9	**	**	**	**	**
	7%	**	7%	**	8%	**	**	**	**	**	9%	**	**	**	**	**
Freesat	9	**	6	**	8	**	**	**	**	**	5	**	**	**	**	**
	5%	**	7%	**	5%	**	**	**	**	**	5%	**	**	**	**	**
NOW/ NOW Broadband	8	**	3	**	8	**	**	**	**	**	3	**	**	**	**	**
	4%	**	3%	**	5%	**	**	**	**	**	3%	**	**	**	**	**
Plusnet	8	**	5	**	7	**	**	**	**	**	8	**	**	**	**	**
	4%	**	5%	**	4%	**	**	**	**	**	8%	**	**	**	**	**
YouView	3	**	1	**	1	**	**	**	**	**	-	**	**	**	**	**
	2%	**	2%	**	1%	**	**	**	**	**	-%	**	**	**	**	**
Other supplier	10	**	2	**	10	**	**	**	**	**	4	**	**	**	**	**
	6%	**	3%	**	6%	**	**	**	**	**	4%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : Those who have changed supplier in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	217	186	12	15	4	46	87	69	93	82
Effective Weighted Sample	164	139	10	12	3	33	66	55	70	65
Total	184	159	10	13	2	43	72	57	71	71
Sky	43	34	**	**	**	**	**	**	**	**
	23%	21%	**	**	**	**	**	**	**	**
Virgin Media	31	30	**	**	**	**	**	**	**	**
	17%	19%	**	**	**	**	**	**	**	**
BT	26	21	**	**	**	**	**	**	**	**
	14%	13%	**	**	**	**	**	**	**	**
EE	17	15	**	**	**	**	**	**	**	**
	9%	10%	**	**	**	**	**	**	**	**
Freeview	15	15	**	**	**	**	**	**	**	**
	8%	9%	**	**	**	**	**	**	**	**
TalkTalk	13	11	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**
Freesat	9	8	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	8	6	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**
Plusnet	8	8	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**	**
YouView	3	2	**	**	**	**	**	**	**	**
	2%	1%	**	**	**	**	**	**	**	**
Other supplier	10	10	**	**	**	**	**	**	**	**
	6%	6%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND- ALONE a	SIMPLE BUNDLE b	STAND- ALONE a	REGARD BUNDLE b	EVER a	NEVER ~b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b
Significance Level: 99%															
Unweighted total	897	197	476	250	423	673	-	172	79	224	-	45	31	673	224
Effective Weighted Sample	743	159	400	202	357	558	-	127	65	200	-	38	29	558	200
Total	927	196	544	249	491	740	-	149	83	187	-	35	24	740	187
Yes	260	68	146	87	128	214	**	67	**	45	**	**	**	214	45
	28%	35%	27%	35%	26%	29%	**	45% a	**	24%	**	**	**	29%	24%
No	667	128	399	162	364	526	**	83	**	141	**	**	**	526	141
	72%	65%	73%	65%	74%	71% c	**	55%	**	76%	**	**	**	71%	76%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	897	765	132	198	264	88	206	146	342	155	83	37
Effective Weighted Sample	743	629	114	184	245	79	170	115	283	133	67	28
Total	927	792	135	163	380	76	158	155	374	177	89	36
Yes	260	235	24	32	96	**	57	63	93	48	**	**
	28%	30%	18%	20%	25%	**	36%	41%	25%	27%	**	**
		b					a	ab				
No	667	556	111	131	284	**	101	92	281	129	**	**
	72%	70%	82%	80%	75%	**	64%	59%	75%	73%	**	**
			a	de	e							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	897	63	344	337	744	150	30	220	371	303	481	406	314	244	139	196
Effective Weighted Sample	743	47	273	289	607	134	26	166	308	267	395	340	258	212	118	164
Total	927	59	360	346	765	158	35	217	378	328	506	411	294	258	186	185
Yes	260	**	149	66	236	22	**	94	112	52	142	116	115	63	44	36
	28%	**	41%	19%	31%	14%	**	43%	30%	16%	28%	28%	39%	24%	24%	20%
			cde		ce			bc	c				bcd			
No	667	**	210	280	528	137	**	123	266	275	363	295	179	195	141	148
	72%	**	59%	81%	69%	86%	**	57%	70%	84%	72%	72%	61%	76%	76%	80%
				bd	b	bd			a	ab				a	a	a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	a	b	c	a	b
Unweighted total	897	749	63	55	30	143	388	296	313	441
Effective Weighted Sample	743	618	54	46	25	113	322	255	259	372
Total	927	766	71	60	30	143	419	293	306	467
Yes	260	227	**	**	**	45	117	83	108	107
	28%	30%	**	**	**	31%	28%	28%	35%	23%
									b	
No	667	540	**	**	**	99	303	210	198	360
	72%	70%	**	**	**	69%	72%	72%	65%	77%
										a

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	a	b
Unweighted total	1958	395	846	497	744	501	740	-	-	179	537	-	-	1241	716
Effective Weighted Sample	1671	340	744	425	659	433	644	-	-	162	458	-	-	1077	618
Total	2092	399	1052	513	939	591	860	-	-	152	488	-	-	1451	640
Yes	247	48	167	61	154	134	81	**	**	16	17	**	**	215	32
	12%	12%	16%	12%	16%	23%	9%	**	**	10%	3%	**	**	15%	5%
						b				b				b	
No	1715	329	808	419	719	432	705	**	**	127	449	**	**	1138	576
	82%	82%	77%	82%	77%	73%	82%	**	**	84%	92%	**	**	78%	90%
						a				a				a	
Not sure	130	22	77	33	66	25	73	**	**	9	22	**	**	99	31
	6%	5%	7%	6%	7%	4%	9%	**	**	6%	5%	**	**	7%	5%
						a									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	~c	~d
Unweighted total	1958	1452	506	638	501	152	350	339	729	296	96	49
Effective Weighted Sample	1671	1244	427	607	479	146	303	266	635	258	84	39
Total	2092	1549	543	541	758	139	304	373	836	355	122	53
Yes	247	206	41	31	123	19	35	39	100	71	**	**
	12%	13%	8%	6%	16%	14%	12%	10%	12%	20%	**	**
		b			a	a	a	a		a		
No	1715	1236	479	483	585	112	246	310	682	255	**	**
	82%	80%	88%	89%	77%	81%	81%	83%	82%	72%	**	**
			a	bcde					b			
Not sure	130	107	23	27	50	7	23	25	54	29	**	**
	6%	7%	4%	5%	7%	5%	8%	7%	6%	8%	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?

Base : Those who have not changed supplier in the last year

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	1958	80	626	800	1506	448	121	364	750	840	1021	916	627	548	294	476
Effective Weighted Sample	1671	66	528	696	1287	381	98	296	650	723	869	787	547	479	259	406
Total	2092	80	699	843	1622	465	142	379	809	899	1133	940	609	584	418	466
Yes	247	**	107	86	206	41	9	64	99	83	137	107	84	68	45	50
	12%	**	15%	10%	13%	9%	6%	17%	12%	9%	12%	11%	14%	12%	11%	11%
			cef					c								
No	1715	**	533	716	1297	414	130	273	650	788	931	770	492	484	338	390
	82%	**	76%	85%	80%	89%	92%	72%	80%	88%	82%	82%	81%	83%	81%	84%
			bd	bd	bd	bd	bd	a	ab							
Not sure	130	**	59	42	120	10	3	42	60	28	65	63	33	32	35	26
	6%	**	8%	5%	7%	2%	2%	11%	7%	3%	6%	7%	5%	6%	8%	6%
			ce		e			c	c							

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?

Base : Those who have not changed supplier in the last year

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	1958	1606	181	107	64	295	790	679	569	1079
Effective Weighted Sample	1671	1367	156	94	56	248	675	588	489	919
Total	2092	1701	206	119	66	311	881	702	610	1149
Yes	247	206	16	17	**	38	100	84	84	136
	12%	12%	8%	14%	**	12%	11%	12%	14%	12%
No	1715	1394	172	94	**	248	734	574	488	964
	82%	82%	84%	79%	**	80%	83%	82%	80%	84%
Not sure	130	101	17	8	**	25	47	43	37	49
	6%	6%	8%	7%	**	8%	5%	6%	6%	4%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2174	456	957	568	845	673	740	172	79	224	537	45	31	1413	761
Effective Weighted Sample	1833	386	823	478	731	558	644	127	65	200	458	38	29	1202	656
Total	2275	457	1143	577	1024	740	860	149	83	187	488	35	24	1601	675
Up to 6 months	84	22	42	26	38	56	8	56	**	17	2	**	**	64	20
	4%	5%	4%	5%	4%	8%	1%	37%	**	9%	*%	**	**	4%	3%
						b		ab		b					
7 to 12 months	132	44	65	47	62	94	15	94	**	17	5	**	**	109	23
	6%	10%	6%	8%	6%	13%	2%	63%	**	9%	1%	**	**	7%	3%
		b				b		ab		b				b	
13 to 18 months	101	24	62	33	53	73	12	-	**	14	2	**	**	86	15
	4%	5%	5%	6%	5%	10%	1%	-%	**	7%	*%	**	**	5%	2%
						bc				b				b	
1.5 years to 2 years	149	26	90	42	75	83	34	-	**	21	11	**	**	117	32
	7%	6%	8%	7%	7%	11%	4%	-%	**	11%	2%	**	**	7%	5%
						bc	c			b					
More than 2 years, up to 3 years	169	33	99	41	91	99	33	-	**	17	19	**	**	132	37
	7%	7%	9%	7%	9%	13%	4%	-%	**	9%	4%	**	**	8%	5%
						bc	c			b					
More than 3 years, up to 5 years	220	33	119	44	108	76	76	-	**	23	45	**	**	152	68
	10%	7%	10%	8%	11%	10%	9%	-%	**	12%	9%	**	**	9%	10%
						c	c								
More than 5 years, up to 10 years	370	50	196	69	178	108	139	-	**	35	89	**	**	246	123
	16%	11%	17%	12%	17%	15%	16%	-%	**	18%	18%	**	**	15%	18%
		a		a		c	c								
More than 10 years	938	211	433	253	391	140	504	-	**	34	260	**	**	644	294
	41%	46%	38%	44%	38%	19%	59%	-%	**	18%	53%	**	**	40%	44%
		b				c	ac				a				
Don't know/ can't remember	113	13	37	22	29	12	39	-	**	9	54	**	**	50	63
	5%	3%	3%	4%	3%	2%	4%	-%	**	5%	11%	**	**	3%	9%
						ac				a				a	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2174	1643	531	673	549	173	419	382	809	324	131	60
Effective Weighted Sample	1833	1385	447	638	518	161	355	300	691	281	109	47
Total	2275	1709	566	566	813	150	349	419	899	385	151	60
Up to 6 months	84	71	12	12	28	3	20	22	28	10	17	**
	4%	4%	2%	2%	3%	2%	6% a	5% a	3%	3%	11% ab	**
7 to 12 months	132	116	16	20	36	10	31	35	43	25	14	**
	6%	7% b	3%	4%	4%	6%	9% ab	8% a	5%	6%	9%	**
13 to 18 months	101	86	15	11	37	4	31	19	46	11	13	**
	4%	5%	3%	2%	5%	3%	9% abc	5%	5%	3%	9% b	**
1.5 years to 2 years	149	141	8	20	62	14	22	31	59	22	15	**
	7%	8% b	1%	4%	8% a	9% a	6%	7% a	7%	6%	10%	**
More than 2 years, up to 3 years	169	147	21	27	79	10	16	39	69	27	21	**
	7%	9% b	4%	5%	10% ad	7%	5%	9% ad	8%	7%	14%	**
More than 3 years, up to 5 years	220	191	29	47	94	10	27	42	73	38	18	**
	10%	11% b	5%	8%	12%	7%	8%	10%	8%	10%	12%	**
More than 5 years, up to 10 years	370	279	91	88	140	30	51	60	140	68	15	**
	16%	16%	16%	16%	17%	20%	15%	14%	16%	18%	10%	**
More than 10 years	938	601	338	305	315	61	130	143	423	173	24	**
	41%	35%	60% a	54% bcde	39%	40%	37%	34%	47% c	45% c	16%	**
Don't know/ can't remember	113	76	37	35	22	9	21	28	18	11	14	**
	5%	4%	7%	6% b	3%	6%	6%	7% b	2%	3%	9% ab	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2174	115	732	858	1705	465	125	445	844	881	1140	1012	707	603	328	522
Effective Weighted Sample	1833	91	603	741	1433	396	102	353	719	757	956	860	603	523	286	443
Total	2275	111	787	889	1787	483	146	448	885	937	1230	1025	671	631	457	501
Up to 6 months	84	14	44	20	79	5	1	37	36	11	42	42	30	22	16	16
	4%	13%	6%	2%	4%	1%	1%	8%	4%	1%	3%	4%	4%	3%	3%	3%
		bcdef	ce		ce			bc	c							
7 to 12 months	132	23	62	33	118	14	3	49	51	32	73	58	38	33	35	25
	6%	21%	8%	4%	7%	3%	2%	11%	6%	3%	6%	6%	6%	5%	8%	5%
		bcdef	ce		ce			bc								
13 to 18 months	101	7	54	28	90	10	-	35	39	26	57	43	30	33	20	18
	4%	7%	7%	3%	5%	2%	-%	8%	4%	3%	5%	4%	4%	5%	4%	4%
		f	cef		e			c								
1.5 years to 2 years	149	19	80	43	142	5	1	59	71	17	78	70	55	37	32	24
	7%	17%	10%	5%	8%	1%	*%	13%	8%	2%	6%	7%	8%	6%	7%	5%
		cdef	cef	e	cef			bc	c							
More than 2 years, up to 3 years	169	9	80	59	148	21	1	59	60	50	88	78	47	45	46	31
	7%	8%	10%	7%	8%	4%	1%	13%	7%	5%	7%	8%	7%	7%	10%	6%
		f	ef		ef			bc								
More than 3 years, up to 5 years	220	8	103	83	194	26	6	65	93	63	121	99	47	75	44	54
	10%	7%	13%	9%	11%	5%	4%	14%	11%	7%	10%	10%	7%	12%	10%	11%
			ef		e			c	c					a		
More than 5 years, up to 10 years	370	9	136	141	285	83	27	60	151	158	192	174	108	106	66	87
	16%	8%	17%	16%	16%	17%	18%	13%	17%	17%	16%	17%	16%	17%	15%	17%
More than 10 years	938	13	188	443	644	294	96	58	347	534	522	408	280	253	180	215
	41%	12%	24%	50%	36%	61%	66%	13%	39%	57%	42%	40%	42%	40%	39%	43%
			a	abd	ab	abcd	abcd		a	ab						
Don't know/ can't remember	113	9	40	39	87	25	12	27	38	48	57	54	36	26	19	31
	5%	8%	5%	4%	5%	5%	8%	6%	4%	5%	5%	5%	5%	4%	4%	6%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2174	1792	193	122	67	341	876	748	661	1161
Effective Weighted Sample	1833	1505	165	106	57	281	739	642	555	982
Total	2275	1860	216	132	67	354	953	759	679	1220
Up to 6 months	84	70	8	5	**	21	34	27	33	35
	4%	4%	4%	4%	**	6%	4%	4%	5%	3%
7 to 12 months	132	114	7	10	**	28	51	42	50	48
	6%	6%	3%	8%	**	8%	5%	6%	7% b	4%
13 to 18 months	101	79	13	7	**	15	34	33	38	39
	4%	4%	6%	6%	**	4%	4%	4%	6%	3%
1.5 years to 2 years	149	120	13	8	**	21	66	53	53	70
	7%	6%	6%	6%	**	6%	7%	7%	8%	6%
More than 2 years, up to 3 years	169	139	20	6	**	19	91	47	39	93
	7%	7%	9%	5%	**	5%	10%	6%	6%	8%
More than 3 years, up to 5 years	220	179	14	14	**	43	100	62	64	130
	10%	10%	6%	11%	**	12%	10%	8%	9%	11%
More than 5 years, up to 10 years	370	297	39	17	**	64	145	124	105	207
	16%	16%	18%	13%	**	18%	15%	16%	15%	17%
More than 10 years	938	768	94	55	**	122	396	330	275	544
	41%	41%	44%	41%	**	34%	42%	43% a	41%	45%
Don't know/ can't remember	113	94	8	9	**	20	36	40	23	54
	5%	5%	4%	7%	**	6%	4%	5%	3%	4%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	a	b
Unweighted total	418	72	196	99	169	171	97	-	-	71	79	-	-	268	150
Effective Weighted Sample	349	58	172	82	149	146	84	-	-	64	63	-	-	230	125
Total	469	75	257	107	225	213	119	-	-	61	76	-	-	332	137
This is my first contract with them	124	**	64	**	54	61	**	**	**	**	**	**	**	83	41
	26%	**	25%	**	24%	28%	**	**	**	**	**	**	**	25%	30%
I have renewed my contract with them	255	**	183	**	164	144	**	**	**	**	**	**	**	234	21
	54%	**	71%	**	73%	67%	**	**	**	**	**	**	**	70%	15%
														b	
Not sure	90	**	11	**	8	9	**	**	**	**	**	**	**	15	75
	19%	**	4%	**	3%	4%	**	**	**	**	**	**	**	5%	55%
														a	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES a	NO ~b	DUAL a	TRIPLE b	QUAD ~c	OTHER ~d	NONE ~e	SKY a	VIRGIN MEDIA ~b	BT ~c	NOW ~d
Significance Level: 99%												
Unweighted total	418	366	52	102	120	32	73	94	134	62	35	18
Effective Weighted Sample	349	306	43	96	115	31	61	72	116	54	31	14
Total	469	417	52	85	191	30	61	104	168	74	47	22
This is my first contract with them	124	113	**	26	43	**	**	**	31	**	**	**
	26%	27%	**	30%	22%	**	**	**	18%	**	**	**
I have renewed my contract with them	255	237	**	23	139	**	**	**	131	**	**	**
	54%	57%	**	27%	73%	**	**	**	78%	**	**	**
					a							
Not sure	90	67	**	36	9	**	**	**	6	**	**	**
	19%	16%	**	43%	5%	**	**	**	4%	**	**	**
				b								

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	a	b	c	a	b	a	b	~c	~d
Unweighted total	418	30	191	148	369	48	7	141	170	106	211	204	127	122	71	97
Effective Weighted Sample	349	24	158	125	307	42	6	114	144	90	173	175	109	104	62	80
Total	469	34	224	161	418	49	7	161	188	118	247	219	129	138	104	97
This is my first contract with them	124	**	64	41	112	**	**	47	45	30	61	62	31	27	**	**
	26%	**	29%	25%	27%	**	**	29%	24%	26%	25%	28%	24%	19%	**	**
I have renewed my contract with them	255	**	123	84	232	**	**	86	109	60	135	119	79	81	**	**
	54%	**	55%	53%	55%	**	**	53%	58%	51%	54%	54%	61%	59%	**	**
Not sure	90	**	37	36	74	**	**	28	34	27	52	37	20	30	**	**
	19%	**	17%	22%	18%	**	**	18%	18%	23%	21%	17%	15%	22%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
		a	~b	~c	~d	~a	b	c	a	b
Significance Level: 99%										
Unweighted total	418	347	30	21	20	72	186	132	126	233
Effective Weighted Sample	349	290	25	17	17	58	157	115	107	193
Total	469	386	37	25	21	77	221	139	138	259
This is my first contract with them	124	98	**	**	**	**	71	29	41	66
	26%	25%	**	**	**	**	32%	21%	30%	25%
I have renewed my contract with them	255	210	**	**	**	**	117	80	66	145
	54%	54%	**	**	**	**	53%	58%	48%	56%
Not sure	90	78	**	**	**	**	33	30	31	49
	19%	20%	**	**	**	**	15%	22%	22%	19%

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for Pay TV service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1413	456	957	568	845	673	740	172	79	-	-	-	-	1413	-
Effective Weighted Sample	1202	386	823	478	731	558	644	127	65	-	-	-	-	1202	-
Total	1601	457	1143	577	1024	740	860	149	83	-	-	-	-	1601	-
Yes	596	163	433	209	387	342	254	85	**	**	**	**	**	596	**
	37%	36%	38%	36%	38%	46%	30%	57%	**	**	**	**	**	37%	**
						b		b							
No	1004	294	711	368	637	398	607	64	**	**	**	**	**	1004	**
	63%	64%	62%	64%	62%	54%	70%	43%	**	**	**	**	**	63%	**
							ac								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1413	1156	257	248	549	173	307	158	809	324	131	60
Effective Weighted Sample	1202	978	225	232	518	161	250	126	691	281	109	47
Total	1601	1292	309	225	813	150	251	184	899	385	151	60
Yes	596	501	95	63	291	59	105	85	328	144	64	**
	37%	39%	31%	28%	36%	39%	42% a	46% a	37%	37%	42%	**
No	1004	790	214	162	522	91	147	99	570	241	87	**
	63%	61%	69%	72% de	64%	61%	58%	54%	63%	63%	58%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1413	87	534	536	1157	253	66	319	584	507	722	679	474	385	222	323
Effective Weighted Sample	1202	70	436	471	975	225	57	251	496	452	612	582	406	338	193	281
Total	1601	90	606	608	1304	292	83	342	654	600	848	741	479	448	328	334
Yes	596	**	253	188	479	113	**	148	240	204	334	256	223	162	103	103
	37%	**	42%	31%	37%	39%	**	43%	37%	34%	39%	35%	46%	36%	31%	31%
			c					c					bcd			
No	1004	**	353	420	825	179	**	194	414	396	514	486	256	286	225	232
	63%	**	58%	69%	63%	61%	**	57%	63%	66%	61%	65%	54%	64%	69%	69%
				b						a				a	a	a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for Pay TV service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	976	110	78	39	186	487	419	365	631
Total	1601	1293	154	104	50	245	673	536	471	845
Yes	596	473	66	**	**	90	260	203	212	288
	37%	37%	43%	**	**	37%	39%	38%	45% b	34%
No	1004	820	88	**	**	156	413	334	260	557
	63%	63%	57%	**	**	63%	61%	62%	55%	66% a

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	554	162	392	205	349	324	230	107	29	-	-	-	-	554	-
Effective Weighted Sample	456	131	325	167	289	257	199	73	22	-	-	-	-	456	-
Total	596	163	433	209	387	342	254	85	31	-	-	-	-	596	-
Looked into deals with my existing provider at that time	272 46%	68 42%	203 47%	89 42%	183 47%	147 43%	125 49%	34 40%	** **	** **	** **	** **	** **	272 46%	** **
Contacted my existing provider at that time	164 27%	33 20%	130 30%	45 22%	118 31%	94 27%	70 27%	18 21%	** **	** **	** **	** **	** **	164 27%	** **
Looked into deals with alternative provider/s	163 27%	28 17%	135 31% a	43 21%	120 31% a	118 34% b	45 18%	28 33% b	** **	** **	** **	** **	** **	163 27%	** **
Signed up for a contract with my existing provider at that time	159 27%	46 28%	113 26%	60 29%	99 25%	84 25%	75 29%	26 30%	** **	** **	** **	** **	** **	159 27%	** **
Contacted alternative provider/s	71 12%	18 11%	54 12%	23 11%	49 13%	62 18% b	9 4%	19 22% b	** **	** **	** **	** **	** **	71 12%	** **
Signed up for a contract with an alternative provider	50 8%	21 13%	29 7%	21 10%	29 7%	46 13% b	4 2%	20 24% b	** **	** **	** **	** **	** **	50 8%	** **
Something else	4 1%	* *%	4 1%	* *%	4 1%	1 *%	2 1%	1 1%	** **	** **	** **	** **	** **	4 1%	** **
I did not take any action	98 16%	24 15%	73 17%	36 17%	62 16%	46 13%	52 20% c	4 4%	** **	** **	** **	** **	** **	98 16%	** **
Can't remember	29 5%	7 5%	22 5%	9 4%	21 5%	14 4%	15 6%	4 4%	** **	** **	** **	** **	** **	29 5%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	b	~c	d	~e	a	b	~c	~d
Unweighted total	554	473	81	74	206	75	134	71	304	130	63	14
Effective Weighted Sample	456	387	69	67	191	69	103	57	251	110	49	11
Total	596	501	95	63	291	59	105	85	328	144	64	12
Looked into deals with my existing provider at that time	272	221	**	**	141	**	44	**	150	71	**	**
	46%	44%	**	**	48%	**	42%	**	46%	50%	**	**
Contacted my existing provider at that time	164	140	**	**	87	**	27	**	96	39	**	**
	27%	28%	**	**	30%	**	25%	**	29%	27%	**	**
Looked into deals with alternative provider/s	163	146	**	**	97	**	21	**	83	42	**	**
	27%	29%	**	**	33% d	**	20%	**	25%	29%	**	**
Signed up for a contract with my existing provider at that time	159	129	**	**	79	**	26	**	80	35	**	**
	27%	26%	**	**	27%	**	25%	**	24%	25%	**	**
Contacted alternative provider/s	71	71	**	**	30	**	25	**	29	19	**	**
	12%	14%	**	**	10%	**	24% b	**	9%	13%	**	**
Signed up for a contract with an alternative provider	50	48	**	**	19	**	11	**	29	3	**	**
	8%	10%	**	**	6%	**	11%	**	9%	2%	**	**
Something else	4	3	**	**	2	**	1	**	1	3	**	**
	1%	1%	**	**	1%	**	1%	**	*%	2%	**	**
I did not take any action	98	87	**	**	51	**	14	**	60	27	**	**
	16%	17%	**	**	18%	**	13%	**	18%	19%	**	**
Can't remember	29	23	**	**	13	**	6	**	17	7	**	**
	5%	5%	**	**	5%	**	6%	**	5%	5%	**	**
Columns Tested: a,b - a,b,c,d,e - a,b,c,d												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	a	b	c	a	b	a	b	~c	~d
Unweighted total	554	37	242	175	454	97	17	145	230	176	304	243	231	146	74	99
Effective Weighted Sample	456	29	189	150	368	86	14	110	188	156	247	205	190	126	62	81
Total	596	38	253	188	479	113	22	148	240	204	334	256	223	162	103	103
Looked into deals with my existing provider at that time	272	**	103	94	211	**	**	55	109	107	148	121	92	71	**	**
	46%	**	41%	50%	44%	**	**	37%	45%	52% a	44%	47%	41%	44%	**	**
Contacted my existing provider at that time	164	**	73	49	127	**	**	27	73	62	82	80	63	44	**	**
	27%	**	29%	26%	26%	**	**	19%	30%	30%	25%	31%	28%	27%	**	**
Looked into deals with alternative provider/s	163	**	65	54	132	**	**	33	71	57	94	68	68	36	**	**
	27%	**	26%	29%	27%	**	**	23%	30%	28%	28%	27%	31%	22%	**	**
Signed up for a contract with my existing provider at that time	159	**	53	50	114	**	**	31	55	72	102	55	58	45	**	**
	27%	**	21%	27%	24%	**	**	21%	23%	35% ab	31%	22%	26%	28%	**	**
Contacted alternative provider/s	71	**	39	14	60	**	**	26	27	15	46	24	39	9	**	**
	12%	**	16%	8%	12%	**	**	18% c	11%	8%	14%	9%	18% b	6%	**	**
Signed up for a contract with an alternative provider	50	**	26	10	45	**	**	19	22	7	27	21	25	7	**	**
	8%	**	10%	5%	9%	**	**	13% c	9%	3%	8%	8%	11%	4%	**	**
Something else	4	**	3	-	3	**	**	1	2	1	2	2	1	2	**	**
	1%	**	1%	-%	1%	**	**	1%	1%	1%	1%	1%	*%	2%	**	**
I did not take any action	98	**	44	32	80	**	**	27	43	27	49	48	43	27	**	**
	16%	**	17%	17%	17%	**	**	18%	18%	13%	15%	19%	19%	16%	**	**
Can't remember	29	**	14	9	24	**	**	6	16	8	16	12	6	11	**	**
	5%	**	5%	5%	5%	**	**	4%	7%	4%	5%	5%	3%	7%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b
Unweighted total	554	448	53	33	20	91	229	189	202	265
Effective Weighted Sample	456	365	47	28	16	70	188	162	162	224
Total	596	473	66	36	20	90	260	203	212	288
Looked into deals with my existing provider at that time	272	218	**	**	**	**	130	86	97	138
	46%	46%	**	**	**	**	50%	42%	46%	48%
Contacted my existing provider at that time	164	133	**	**	**	**	72	55	73	70
	27%	28%	**	**	**	**	28%	27%	34%	24%
Looked into deals with alternative provider/s	163	139	**	**	**	**	68	54	51	87
	27%	29%	**	**	**	**	26%	27%	24%	30%
Signed up for a contract with my existing provider at that time	159	127	**	**	**	**	75	50	68	72
	27%	27%	**	**	**	**	29%	25%	32%	25%
Contacted alternative provider/s	71	64	**	**	**	**	33	20	35	18
	12%	13%	**	**	**	**	13%	10%	17%	6%
									b	
Signed up for a contract with an alternative provider	50	45	**	**	**	**	20	13	22	17
	8%	9%	**	**	**	**	8%	7%	11%	6%
Something else	4	3	**	**	**	**	1	3	1	2
	1%	1%	**	**	**	**	*%	2%	*%	1%
I did not take any action	98	70	**	**	**	**	29	45	22	57
	16%	15%	**	**	**	**	11%	22%	10%	20%
								b		a
Can't remember	29	23	**	**	**	**	9	12	6	17
	5%	5%	**	**	**	**	4%	6%	3%	6%

Columns Tested: a,b,c,d - a,b,c - a,b

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1413	456	957	568	845	673	740	172	79	-	-	-	-	1413	-
Effective Weighted Sample	1202	386	823	478	731	558	644	127	65	-	-	-	-	1202	-
Total	1601	457	1143	577	1024	740	860	149	83	-	-	-	-	1601	-
Agree strongly	315	80	235	101	214	154	161	45	**	**	**	**	**	315	**
	20%	18%	21%	18%	21%	21%	19%	30%	**	**	**	**	**	20%	**
								ab							
Agree slightly	510	134	376	182	328	247	263	44	**	**	**	**	**	510	**
	32%	29%	33%	31%	32%	33%	31%	30%	**	**	**	**	**	32%	**
Disagree slightly	351	115	236	139	211	171	180	30	**	**	**	**	**	351	**
	22%	25%	21%	24%	21%	23%	21%	20%	**	**	**	**	**	22%	**
Disagree strongly	221	71	150	85	136	103	118	18	**	**	**	**	**	221	**
	14%	15%	13%	15%	13%	14%	14%	12%	**	**	**	**	**	14%	**
Don't know	204	58	146	70	135	66	138	12	**	**	**	**	**	204	**
	13%	13%	13%	12%	13%	9%	16%	8%	**	**	**	**	**	13%	**
							ac								
TOTAL AGREE	824	214	611	283	542	401	424	90	**	**	**	**	**	824	**
	52%	47%	53%	49%	53%	54%	49%	60%	**	**	**	**	**	52%	**
TOTAL DISAGREE	572	185	386	225	347	274	298	48	**	**	**	**	**	572	**
	36%	41%	34%	39%	34%	37%	35%	32%	**	**	**	**	**	36%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1413	1156	257	248	549	173	307	158	809	324	131	60
Effective Weighted Sample	1202	978	225	232	518	161	250	126	691	281	109	47
Total	1601	1292	309	225	813	150	251	184	899	385	151	60
Agree strongly	315	245	70	31	159	36	57	34	165	77	36	**
	20%	19%	23%	14%	20%	24%	23%	18%	18%	20%	24%	**
Agree slightly	510	411	99	68	272	42	84	53	287	121	53	**
	32%	32%	32%	30%	33%	28%	33%	29%	32%	31%	35%	**
Disagree slightly	351	295	56	58	168	33	51	48	205	80	28	**
	22%	23%	18%	26%	21%	22%	20%	26%	23%	21%	19%	**
Disagree strongly	221	183	38	38	102	23	35	24	127	61	8	**
	14%	14%	12%	17%	13%	16%	14%	13%	14%	16%	5%	**
									c	c		
Don't know	204	158	47	29	113	16	24	25	114	47	25	**
	13%	12%	15%	13%	14%	11%	10%	14%	13%	12%	17%	**
TOTAL AGREE	824	656	168	100	431	77	141	87	452	198	89	**
	52%	51%	54%	45%	53%	52%	56%	47%	50%	51%	59%	**
							a					
TOTAL DISAGREE	572	478	94	96	270	56	86	72	332	141	36	**
	36%	37%	30%	43%	33%	37%	34%	39%	37%	37%	24%	**
				b					c			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1413	87	534	536	1157	253	66	319	584	507	722	679	474	385	222	323
Effective Weighted Sample	1202	70	436	471	975	225	57	251	496	452	612	582	406	338	193	281
Total	1601	90	606	608	1304	292	83	342	654	600	848	741	479	448	328	334
Agree strongly	315	**	124	105	250	65	**	75	115	124	179	135	81	79	72	82
	20%	**	20%	17%	19%	22%	**	22%	18%	21%	21%	18%	17%	18%	22%	24%
Agree slightly	510	**	192	200	419	90	**	98	219	193	292	214	150	142	108	107
	32%	**	32%	33%	32%	31%	**	29%	33%	32%	34%	29%	31%	32%	33%	32%
Disagree slightly	351	**	151	132	305	46	**	84	159	109	170	179	119	104	69	58
	22%	**	25%	22%	23%	16%	**	24%	24%	18%	20%	24%	25%	23%	21%	17%
			e		e											
Disagree strongly	221	**	76	90	177	39	**	58	73	85	114	104	67	67	45	42
	14%	**	13%	15%	14%	13%	**	17%	11%	14%	13%	14%	14%	15%	14%	12%
Don't know	204	**	62	81	153	52	**	27	88	90	93	109	62	57	34	46
	13%	**	10%	13%	12%	18%	**	8%	13%	15%	11%	15%	13%	13%	10%	14%
					bd					a						
TOTAL AGREE	824	**	316	305	669	155	**	173	335	317	471	349	232	221	181	188
	52%	**	52%	50%	51%	53%	**	51%	51%	53%	56%	47%	48%	49%	55%	56%
											b					
TOTAL DISAGREE	572	**	227	222	482	85	**	142	232	193	284	283	186	171	113	100
	36%	**	38%	37%	37%	29%	**	42%	35%	32%	33%	38%	39%	38%	35%	30%
								c								

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	976	110	78	39	186	487	419	365	631
Total	1601	1293	154	104	50	245	673	536	471	845
Agree strongly	315	248	39	**	**	46	156	87	111	146
	20%	19%	25%	**	**	19%	23%	16%	24%	17%
							c			
Agree slightly	510	399	48	**	**	93	232	148	148	272
	32%	31%	31%	**	**	38%	34%	28%	31%	32%
						c				
Disagree slightly	351	296	31	**	**	59	122	128	92	199
	22%	23%	20%	**	**	24%	18%	24%	20%	24%
Disagree strongly	221	181	16	**	**	25	95	83	56	129
	14%	14%	10%	**	**	10%	14%	15%	12%	15%
Don't know	204	168	21	**	**	23	68	90	64	98
	13%	13%	13%	**	**	9%	10%	17%	14%	12%
								ab		
TOTAL AGREE	824	647	87	**	**	139	388	235	259	418
	52%	50%	56%	**	**	57%	58%	44%	55%	49%
						c	c			
TOTAL DISAGREE	572	477	47	**	**	84	217	211	148	328
	36%	37%	30%	**	**	34%	32%	39%	31%	39%

Columns Tested: a,b,c,d - a,b,c - a,b

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1413	456	957	568	845	673	740	172	79	-	-	-	-	1413	-
Effective Weighted Sample	1202	386	823	478	731	558	644	127	65	-	-	-	-	1202	-
Total	1601	457	1143	577	1024	740	860	149	83	-	-	-	-	1601	-
Agree strongly	249	89	160	107	142	135	114	38	**	**	**	**	**	249	**
	16%	19%	14%	19%	14%	18%	13%	26%	**	**	**	**	**	16%	**
		b				b		b							
Agree slightly	442	124	318	161	281	221	221	57	**	**	**	**	**	442	**
	28%	27%	28%	28%	27%	30%	26%	38%	**	**	**	**	**	28%	**
								b							
Disagree slightly	515	125	390	158	357	226	289	28	**	**	**	**	**	515	**
	32%	27%	34%	27%	35%	31%	34%	19%	**	**	**	**	**	32%	**
					a	c	c								
Disagree strongly	279	82	198	101	178	128	152	20	**	**	**	**	**	279	**
	17%	18%	17%	18%	17%	17%	18%	13%	**	**	**	**	**	17%	**
Don't know	115	38	77	50	65	30	85	6	**	**	**	**	**	115	**
	7%	8%	7%	9%	6%	4%	10%	4%	**	**	**	**	**	7%	**
						a									
TOTAL AGREE	691	213	478	268	424	356	335	96	**	**	**	**	**	691	**
	43%	47%	42%	46%	41%	48%	39%	64%	**	**	**	**	**	43%	**
						b		ab							
TOTAL DISAGREE	795	207	588	260	535	354	440	48	**	**	**	**	**	795	**
	50%	45%	51%	45%	52%	48%	51%	32%	**	**	**	**	**	50%	**
					a	c	c								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1413	1156	257	248	549	173	307	158	809	324	131	60
Effective Weighted Sample	1202	978	225	232	518	161	250	126	691	281	109	47
Total	1601	1292	309	225	813	150	251	184	899	385	151	60
Agree strongly	249	200	50	30	110	22	43	47	126	43	31	**
	16%	15%	16%	13%	13%	15%	17%	26% ab	14%	11%	21% b	**
Agree slightly	442	348	94	67	221	38	80	44	235	96	51	**
	28%	27%	30%	30%	27%	25%	32%	24%	26%	25%	34%	**
Disagree slightly	515	429	86	64	277	49	87	45	306	135	43	**
	32%	33%	28%	28%	34%	33%	35%	25%	34%	35%	29%	**
Disagree strongly	279	225	54	48	146	32	32	26	174	85	13	**
	17%	17%	17%	22% d	18%	21%	13%	14%	19% c	22% c	9%	**
Don't know	115	89	26	16	60	9	9	21	57	27	12	**
	7%	7%	8%	7%	7%	6%	4%	12% d	6%	7%	8%	**
TOTAL AGREE	691	548	143	97	330	60	123	91	361	139	82	**
	43%	42%	46%	43%	41%	40%	49%	50%	40%	36%	55% ab	**
TOTAL DISAGREE	795	655	140	112	423	81	119	71	480	220	56	**
	50%	51%	45%	50%	52% e	54% e	47%	39%	53% c	57% c	37%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1413	87	534	536	1157	253	66	319	584	507	722	679	474	385	222	323
Effective Weighted Sample	1202	70	436	471	975	225	57	251	496	452	612	582	406	338	193	281
Total	1601	90	606	608	1304	292	83	342	654	600	848	741	479	448	328	334
Agree strongly	249	**	105	87	211	38	**	72	94	83	140	109	72	64	51	62
	16%	**	17%	14%	16%	13%	**	21%	14%	14%	16%	15%	15%	14%	16%	19%
								c								
Agree slightly	442	**	176	158	362	80	**	103	173	166	253	187	136	103	103	98
	28%	**	29%	26%	28%	27%	**	30%	27%	28%	30%	25%	28%	23%	31%	29%
Disagree slightly	515	**	203	204	429	84	**	95	226	193	269	244	150	172	97	93
	32%	**	33%	33%	33%	29%	**	28%	34%	32%	32%	33%	31%	38%	30%	28%
														d		
Disagree strongly	279	**	87	117	215	62	**	45	119	113	132	144	98	77	53	49
	17%	**	14%	19%	16%	21%	**	13%	18%	19%	16%	19%	21%	17%	16%	15%
Don't know	115	**	34	42	87	28	**	27	43	45	54	58	23	31	23	33
	7%	**	6%	7%	7%	9%	**	8%	7%	7%	6%	8%	5%	7%	7%	10%
																a
TOTAL AGREE	691	**	282	245	573	118	**	175	267	249	392	296	208	168	154	160
	43%	**	47%	40%	44%	40%	**	51%	41%	42%	46%	40%	43%	37%	47%	48%
								bc								b
TOTAL DISAGREE	795	**	290	321	644	146	**	140	344	306	401	387	248	250	151	141
	50%	**	48%	53%	49%	50%	**	41%	53%	51%	47%	52%	52%	56%	46%	42%
								a	a	a			d	d		

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	976	110	78	39	186	487	419	365	631
Total	1601	1293	154	104	50	245	673	536	471	845
Agree strongly	249	201	30	**	**	40	113	71	83	105
	16%	16%	20%	**	**	16%	17%	13%	18%	12%
Agree slightly	442	354	43	**	**	70	216	124	136	229
	28%	27%	28%	**	**	28%	32%	23%	29%	27%
							c			
Disagree slightly	515	407	55	**	**	82	205	200	143	307
	32%	31%	36%	**	**	33%	30%	37%	30%	36%
Disagree strongly	279	236	19	**	**	39	113	100	76	162
	17%	18%	12%	**	**	16%	17%	19%	16%	19%
Don't know	115	96	7	**	**	15	26	42	33	42
	7%	7%	5%	**	**	6%	4%	8%	7%	5%
								b		
TOTAL AGREE	691	554	73	**	**	110	329	195	219	334
	43%	43%	47%	**	**	45%	49%	36%	46%	40%
							c			
TOTAL DISAGREE	795	643	74	**	**	121	318	300	219	469
	50%	50%	48%	**	**	49%	47%	56%	47%	55%
								b		a

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b
Significance Level: 99%															
Unweighted total	1413	456	957	568	845	673	740	172	79	-	-	-	-	1413	-
Effective Weighted Sample	1202	386	823	478	731	558	644	127	65	-	-	-	-	1202	-
Total	1601	457	1143	577	1024	740	860	149	83	-	-	-	-	1601	-
Agree strongly	360	117	244	141	219	161	199	40	**	**	**	**	**	360	**
	23%	26%	21%	24%	21%	22%	23%	27%	**	**	**	**	**	23%	**
Agree slightly	554	167	387	203	351	266	288	60	**	**	**	**	**	554	**
	35%	37%	34%	35%	34%	36%	33%	40%	**	**	**	**	**	35%	**
Disagree slightly	379	96	283	124	255	179	200	25	**	**	**	**	**	379	**
	24%	21%	25%	21%	25%	24%	23%	17%	**	**	**	**	**	24%	**
Disagree strongly	202	48	154	64	138	106	96	21	**	**	**	**	**	202	**
	13%	10%	13%	11%	13%	14%	11%	14%	**	**	**	**	**	13%	**
Don't know	106	30	76	45	61	29	77	3	**	**	**	**	**	106	**
	7%	7%	7%	8%	6%	4%	9%	2%	**	**	**	**	**	7%	**
							ac								
TOTAL AGREE	914	284	630	344	570	427	487	100	**	**	**	**	**	914	**
	57%	62%	55%	60%	56%	58%	57%	67%	**	**	**	**	**	57%	**
TOTAL DISAGREE	581	143	437	187	393	285	296	46	**	**	**	**	**	581	**
	36%	31%	38%	32%	38%	38%	34%	31%	**	**	**	**	**	36%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES a	NO b	DUAL a	TRIPLE b	QUAD c	OTHER d	NONE e	SKY a	VIRGIN MEDIA b	BT c	NOW ~d
Significance Level: 99%												
Unweighted total	1413	1156	257	248	549	173	307	158	809	324	131	60
Effective Weighted Sample	1202	978	225	232	518	161	250	126	691	281	109	47
Total	1601	1292	309	225	813	150	251	184	899	385	151	60
Agree strongly	360 23%	277 21%	83 27%	43 19%	169 21%	34 23%	59 23%	59 32% ab	198 22%	67 17%	42 28%	** **
Agree slightly	554 35%	454 35%	100 32%	94 42% b	261 32%	56 38%	99 40%	55 30%	313 35%	129 34%	57 38%	** **
Disagree slightly	379 24%	317 25%	62 20%	47 21%	209 26%	29 19%	63 25%	35 19%	222 25%	94 25%	30 20%	** **
Disagree strongly	202 13%	159 12%	43 14%	26 11%	114 14%	24 16%	22 9%	19 10%	112 13%	71 18% c	9 6%	** **
Don't know	106 7%	84 7%	22 7%	16 7%	60 7%	7 5%	9 4%	16 9%	53 6%	23 6%	13 9%	** **
TOTAL AGREE	914 57%	731 57%	182 59%	137 61%	430 53%	90 60%	158 63% b	113 62%	511 57%	197 51%	98 65% b	** **
TOTAL DISAGREE	581 36%	476 37%	105 34%	72 32%	323 40%	53 35%	85 34%	54 29%	334 37%	166 43% c	40 26%	** **

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1413	87	534	536	1157	253	66	319	584	507	722	679	474	385	222	323
Effective Weighted Sample	1202	70	436	471	975	225	57	251	496	452	612	582	406	338	193	281
Total	1601	90	606	608	1304	292	83	342	654	600	848	741	479	448	328	334
Agree strongly	360	**	129	129	282	79	**	77	133	150	202	158	94	84	89	92
	23%	**	21%	21%	22%	27%	**	22%	20%	25%	24%	21%	20%	19%	27%	27% b
Agree slightly	554	**	211	218	452	101	**	116	218	220	318	233	172	155	105	119
	35%	**	35%	36%	35%	35%	**	34%	33%	37%	37%	31%	36%	35%	32%	36%
Disagree slightly	379	**	148	147	319	57	**	78	176	122	185	189	128	115	79	55
	24%	**	24%	24%	24%	20%	**	23%	27%	20%	22%	26%	27% d	26% d	24%	17%
Disagree strongly	202	**	74	75	162	39	**	50	75	76	93	108	65	58	34	43
	13%	**	12%	12%	12%	13%	**	15%	11%	13%	11%	15%	14%	13%	11%	13%
Don't know	106	**	44	39	89	17	**	21	52	33	51	53	20	36	21	26
	7%	**	7%	6%	7%	6%	**	6%	8%	5%	6%	7%	4%	8%	6%	8%
TOTAL AGREE	914	**	340	347	734	180	**	192	352	370	519	391	266	240	194	210
	57%	**	56%	57%	56%	62%	**	56%	54%	62% b	61% b	53%	56%	53%	59%	63%
TOTAL DISAGREE	581	**	222	222	481	96	**	129	251	197	277	297	193	173	114	98
	36%	**	37%	37%	37%	33%	**	38%	38%	33%	33%	40% a	40% d	39% d	35%	29%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	976	110	78	39	186	487	419	365	631
Total	1601	1293	154	104	50	245	673	536	471	845
Agree strongly	360	284	42	**	**	51	173	103	127	181
	23%	22%	27%	**	**	21%	26%	19%	27%	21%
Agree slightly	554	445	51	**	**	91	247	176	152	298
	35%	34%	33%	**	**	37%	37%	33%	32%	35%
Disagree slightly	379	312	36	**	**	58	140	144	98	213
	24%	24%	24%	**	**	24%	21%	27%	21%	25%
Disagree strongly	202	171	12	**	**	30	83	68	57	114
	13%	13%	8%	**	**	12%	12%	13%	12%	13%
Don't know	106	80	13	**	**	14	31	45	37	39
	7%	6%	8%	**	**	6%	5%	8%	8%	5%
TOTAL AGREE	914	729	93	**	**	143	419	279	278	479
	57%	56%	60%	**	**	58%	62%	52%	59%	57%
							c			
TOTAL DISAGREE	581	483	49	**	**	88	223	212	156	327
	36%	37%	32%	**	**	36%	33%	40%	33%	39%

Columns Tested: a,b,c,d - a,b,c - a,b

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1413	456	957	568	845	673	740	172	79	-	-	-	-	1413	-
Effective Weighted Sample	1202	386	823	478	731	558	644	127	65	-	-	-	-	1202	-
Total	1601	457	1143	577	1024	740	860	149	83	-	-	-	-	1601	-
Agree strongly	279	82	197	108	172	150	129	39	**	**	**	**	**	279	**
	17%	18%	17%	19%	17%	20%	15%	26%	**	**	**	**	**	17%	**
						b		b							
Agree slightly	504	120	384	155	349	239	265	44	**	**	**	**	**	504	**
	31%	26%	34%	27%	34%	32%	31%	29%	**	**	**	**	**	31%	**
			a		a										
Disagree slightly	377	105	272	132	245	168	210	29	**	**	**	**	**	377	**
	24%	23%	24%	23%	24%	23%	24%	19%	**	**	**	**	**	24%	**
Disagree strongly	336	120	216	137	198	157	178	33	**	**	**	**	**	336	**
	21%	26%	19%	24%	19%	21%	21%	22%	**	**	**	**	**	21%	**
		b													
Don't know	105	31	74	45	60	26	79	4	**	**	**	**	**	105	**
	7%	7%	6%	8%	6%	4%	9%	2%	**	**	**	**	**	7%	**
						ac									
TOTAL AGREE	783	202	581	263	520	389	394	83	**	**	**	**	**	783	**
	49%	44%	51%	46%	51%	53%	46%	56%	**	**	**	**	**	49%	**
TOTAL DISAGREE	713	225	488	270	443	325	388	62	**	**	**	**	**	713	**
	45%	49%	43%	47%	43%	44%	45%	42%	**	**	**	**	**	45%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES a	NO b	DUAL a	TRIPLE b	QUAD c	OTHER d	NONE e	SKY a	VIRGIN MEDIA b	BT c	NOW ~d
Significance Level: 99%												
Unweighted total	1413	1156	257	248	549	173	307	158	809	324	131	60
Effective Weighted Sample	1202	978	225	232	518	161	250	126	691	281	109	47
Total	1601	1292	309	225	813	150	251	184	899	385	151	60
Agree strongly	279	229	50	34	136	29	42	41	162	59	24	**
	17%	18%	16%	15%	17%	19%	17%	23%	18%	15%	16%	**
Agree slightly	504	425	79	61	276	38	92	44	264	131	59	**
	31%	33%	26%	27%	34%	25%	37% ce	24%	29%	34%	39%	**
Disagree slightly	377	303	74	51	195	42	49	43	227	87	31	**
	24%	23%	24%	23%	24%	28%	20%	23%	25%	23%	20%	**
Disagree strongly	336	260	76	61	154	30	56	39	197	82	25	**
	21%	20%	25%	27% b	19%	20%	22%	21%	22%	21%	17%	**
Don't know	105	75	29	17	52	12	11	16	47	25	12	**
	7%	6%	10%	8%	6%	8%	4%	9%	5%	7%	8%	**
TOTAL AGREE	783	654	129	95	412	67	135	86	426	191	83	**
	49%	51%	42%	42%	51%	45%	54% a	47%	47%	50%	55%	**
TOTAL DISAGREE	713	563	150	112	349	72	106	82	425	169	56	**
	45%	44%	49%	50%	43%	48%	42%	45%	47%	44%	37%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1413	87	534	536	1157	253	66	319	584	507	722	679	474	385	222	323
Effective Weighted Sample	1202	70	436	471	975	225	57	251	496	452	612	582	406	338	193	281
Total	1601	90	606	608	1304	292	83	342	654	600	848	741	479	448	328	334
Agree strongly	279	**	133	89	243	36	**	74	133	72	140	137	86	62	70	58
	17%	**	22%	15%	19%	12%	**	22%	20%	12%	17%	19%	18%	14%	21%	17%
			ce					c	c							
Agree slightly	504	**	226	194	445	59	**	105	242	157	282	220	167	137	110	90
	31%	**	37%	32%	34%	20%	**	31%	37%	26%	33%	30%	35%	31%	33%	27%
			e	e	e				c							
Disagree slightly	377	**	115	155	290	86	**	69	141	166	207	167	119	125	54	77
	24%	**	19%	26%	22%	29%	**	20%	22%	28%	24%	23%	25%	28%	17%	23%
						b								c		
Disagree strongly	336	**	100	133	253	80	**	77	103	153	172	160	88	94	76	77
	21%	**	16%	22%	19%	27%	**	23%	16%	25%	20%	22%	18%	21%	23%	23%
						bd		b		b						
Don't know	105	**	32	37	73	31	**	17	37	52	46	56	18	30	18	33
	7%	**	5%	6%	6%	11%	**	5%	6%	9%	5%	8%	4%	7%	6%	10%
						bd										a
TOTAL AGREE	783	**	359	283	688	95	**	180	374	229	422	358	254	199	179	147
	49%	**	59%	47%	53%	33%	**	52%	57%	38%	50%	48%	53%	44%	55%	44%
			ce	e	e			c	c							
TOTAL DISAGREE	713	**	215	288	543	166	**	146	244	319	379	328	207	219	130	154
	45%	**	35%	47%	42%	57%	**	43%	37%	53%	45%	44%	43%	49%	40%	46%
				b		bd				ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	976	110	78	39	186	487	419	365	631
Total	1601	1293	154	104	50	245	673	536	471	845
Agree strongly	279	234	23	**	**	54	121	80	89	133
	17%	18%	15%	**	**	22%	18%	15%	19%	16%
Agree slightly	504	396	59	**	**	94	195	179	137	269
	31%	31%	38%	**	**	38%	29%	33%	29%	32%
Disagree slightly	377	305	35	**	**	44	184	118	113	219
	24%	24%	23%	**	**	18%	27%	22%	24%	26%
							a			
Disagree strongly	336	275	28	**	**	40	141	127	96	186
	21%	21%	18%	**	**	16%	21%	24%	20%	22%
Don't know	105	83	10	**	**	14	32	33	36	37
	7%	6%	6%	**	**	6%	5%	6%	8%	4%
TOTAL AGREE	783	630	82	**	**	148	316	259	226	402
	49%	49%	53%	**	**	60%	47%	48%	48%	48%
						bc				
TOTAL DISAGREE	713	580	63	**	**	84	325	245	209	405
	45%	45%	41%	**	**	34%	48%	46%	44%	48%
							a	a		

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1413	456	957	568	845	673	740	172	79	-	-	-	-	1413	-
Effective Weighted Sample	1202	386	823	478	731	558	644	127	65	-	-	-	-	1202	-
Total	1601	457	1143	577	1024	740	860	149	83	-	-	-	-	1601	-
Very confident	327	125	203	147	181	156	171	56	**	**	**	**	**	327	**
	20%	27%	18%	25%	18%	21%	20%	38%	**	**	**	**	**	20%	**
		b		b				ab							
Fairly confident	666	170	496	214	451	328	337	65	**	**	**	**	**	666	**
	42%	37%	43%	37%	44%	44%	39%	43%	**	**	**	**	**	42%	**
					a										
Not very confident	364	100	264	130	235	170	194	18	**	**	**	**	**	364	**
	23%	22%	23%	22%	23%	23%	23%	12%	**	**	**	**	**	23%	**
						c	c								
Not at all confident	153	37	116	47	106	67	86	8	**	**	**	**	**	153	**
	10%	8%	10%	8%	10%	9%	10%	5%	**	**	**	**	**	10%	**
Don't know	90	25	65	39	51	18	72	2	**	**	**	**	**	90	**
	6%	6%	6%	7%	5%	2%	8%	1%	**	**	**	**	**	6%	**
						ac									
TOTAL CONFIDENT	993	295	698	361	632	484	509	121	**	**	**	**	**	993	**
	62%	64%	61%	63%	62%	65%	59%	81%	**	**	**	**	**	62%	**
								ab							
TOTAL NOT CONFIDENT	517	137	380	176	341	238	279	27	**	**	**	**	**	517	**
	32%	30%	33%	31%	33%	32%	32%	18%	**	**	**	**	**	32%	**
						c	c								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES a	NO b	DUAL a	TRIPLE b	QUAD c	OTHER d	NONE e	SKY a	VIRGIN MEDIA b	BT c	NOW ~d
Significance Level: 99%												
Unweighted total	1413	1156	257	248	549	173	307	158	809	324	131	60
Effective Weighted Sample	1202	978	225	232	518	161	250	126	691	281	109	47
Total	1601	1292	309	225	813	150	251	184	899	385	151	60
Very confident	327	253	75	56	130	30	66	50	178	63	35	**
	20%	20%	24%	25% b	16%	20%	26% b	27% b	20%	16%	23%	**
Fairly confident	666	541	125	91	351	63	106	66	391	145	60	**
	42%	42%	40%	40%	43%	42%	42%	36%	44%	38%	40%	**
Not very confident	364	315	50	42	196	32	53	46	198	98	41	**
	23%	24% b	16%	19%	24%	21%	21%	25%	22%	25%	27%	**
Not at all confident	153	126	27	20	87	18	18	11	83	59	3	**
	10%	10%	9%	9%	11%	12%	7%	6%	9% c	15% ac	2%	**
Don't know	90	58	32	16	49	9	9	11	49	21	11	**
	6%	5%	10% a	7%	6%	6%	4%	6%	5%	5%	7%	**
TOTAL CONFIDENT	993	793	200	146	481	92	172	116	569	208	96	**
	62%	61%	65%	65%	59%	61%	68% b	63%	63% b	54%	63%	**
TOTAL NOT CONFIDENT	517	440	77	62	283	49	71	57	281	156	44	**
	32%	34% b	25%	28%	35%	33%	28%	31%	31%	41% a	29%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1413	87	534	536	1157	253	66	319	584	507	722	679	474	385	222	323
Effective Weighted Sample	1202	70	436	471	975	225	57	251	496	452	612	582	406	338	193	281
Total	1601	90	606	608	1304	292	83	342	654	600	848	741	479	448	328	334
Very confident	327	**	120	113	261	65	**	77	124	124	181	144	93	77	78	80
	20%	**	20%	19%	20%	22%	**	23%	19%	21%	21%	19%	19%	17%	24%	24%
Fairly confident	666	**	259	259	555	110	**	159	252	255	377	285	196	195	124	147
	42%	**	43%	43%	43%	38%	**	46%	38%	43%	44%	38%	41%	43%	38%	44%
Not very confident	364	**	144	144	306	57	**	69	173	120	178	182	119	112	76	55
	23%	**	24%	24%	23%	19%	**	20%	26%	20%	21%	25%	25% d	25% d	23%	17%
Not at all confident	153	**	48	66	118	33	**	24	66	61	67	85	53	42	29	28
	10%	**	8%	11%	9%	11%	**	7%	10%	10%	8%	11%	11%	9%	9%	8%
Don't know	90	**	35	25	63	27	**	13	39	39	44	45	18	23	22	24
	6%	**	6%	4%	5%	9%	**	4%	6%	6%	5%	6%	4%	5%	7%	7%
						cd										
TOTAL CONFIDENT	993	**	380	373	817	175	**	236	376	380	559	429	289	272	202	227
	62%	**	63%	61%	63%	60%	**	69% b	57%	63%	66% b	58%	60%	61%	62%	68%
TOTAL NOT CONFIDENT	517	**	192	210	424	90	**	93	239	182	245	267	172	154	104	83
	32%	**	32%	35%	33%	31%	**	27% a	37% a	30%	29% a	36% a	36% d	34% d	32%	25%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	976	110	78	39	186	487	419	365	631
Total	1601	1293	154	104	50	245	673	536	471	845
Very confident	327	272	33	**	**	61	145	96	111	153
	20%	21%	22%	**	**	25%	22%	18%	24%	18%
Fairly confident	666	533	64	**	**	106	296	208	202	349
	42%	41%	41%	**	**	43%	44%	39%	43%	41%
Not very confident	364	286	39	**	**	51	143	128	91	217
	23%	22%	25%	**	**	21%	21%	24%	19%	26%
Not at all confident	153	130	7	**	**	18	62	65	40	90
	10%	10%	4%	**	**	7%	9%	12%	9%	11%
Don't know	90	72	12	**	**	9	28	39	26	36
	6%	6%	8%	**	**	4%	4%	7%	6%	4%
TOTAL CONFIDENT	993	805	97	**	**	167	441	304	313	502
	62%	62%	63%	**	**	68%	65%	57%	66%	59%
						c	c			
TOTAL NOT CONFIDENT	517	416	45	**	**	69	205	193	132	307
	32%	32%	29%	**	**	28%	30%	36%	28%	36%
									a	

Columns Tested: a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
SWITCHED IN LAST 12 MONTHS	252	51	201	77	175	252	-	252	188	177	38	195	20	148	67	54
	11%	17%	10%	14%	10%	20%	-%	100%	100%	11%	10%	11%	8%	12%	8%	22%
		b				b		ab	ab					b		ab
CURRENTLY LOOKING FOR A NEW DEAL	159	53	106	68	92	125	34	41	14	106	22	110	18	86	42	26
	7%	17%	5%	12%	5%	10%	4%	16%	7%	6%	6%	6%	7%	7%	5%	11%
		b		b		b		abd								b
NEITHER	1707	153	1553	340	1367	855	852	-	-	1373	334	1483	224	979	727	177
	76%	50%	81%	62%	81%	67%	88%	-%	-%	84%	86%	84%	87%	82%	88%	73%
			a		a	cd	acd							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
SWITCHED IN LAST 12 MONTHS	252	16	197	40	172	191	22	163	132	38	92	47	84
	11%	16%	10%	13%	10%	17%	2%	76%	79%	12%	9%	11%	9%
						b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	159	12	104	24	91	89	26	25	12	23	60	28	54
	7%	12%	5%	8%	5%	8%	3%	12%	7%	7%	6%	7%	6%
		b				b		b	b				
NEITHER	1707	69	1543	242	1370	817	795	38	27	249	853	332	770
	76%	69%	81%	76%	81%	73%	89%	18%	16%	78%	82%	79%	82%
			a			cd	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2156	517	613	116	57	169	412	31	23	1130	581	1575	581
Effective Weighted Sample	1804	439	550	82	49	157	351	26	22	989	506	1325	479
Total	2237	596	757	93	63	142	372	26	19	1353	514	1643	594
SWITCHED IN LAST 12 MONTHS	252	84	46	60	**	20	34	**	**	131	55	215	37
	11%	14%	6%	65%	**	14%	9%	**	**	10%	11%	13%	6%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	159	54	29	12	**	13	12	**	**	83	25	139	20
	7%	9%	4%	13%	**	9%	3%	**	**	6%	5%	8%	3%
		b		b		b						b	
NEITHER	1707	447	655	29	**	108	303	**	**	1101	411	1242	465
	76%	75%	86%	31%	**	76%	81%	**	**	81%	80%	76%	78%
		c	ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	933	549	173	296	227	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	874	518	161	258	169	65	552	753	1365	435	119	295	694	812
Total	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
SWITCHED IN LAST 12 MONTHS	252	96	74	7	33	47	**	115	81	224	28	9	79	103	70
	11%	13%	9%	5%	12%	17%	**	16%	9%	13%	5%	5%	20%	12%	7%
		c			c	bc		cef		cef			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	159	39	46	6	20	49	**	64	50	139	19	3	56	64	38
	7%	5%	6%	4%	7%	17%	**	9%	6%	8%	4%	2%	14%	8%	4%
						abcd		ef		ef			bc	c	
NEITHER	1707	570	664	137	219	132	**	527	733	1296	409	117	248	663	793
	76%	76%	82%	91%	82%	47%	**	72%	82%	76%	79%	71%	63%	78%	81%
		e	e	abde	e			bdf						a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
SWITCHED IN LAST 12 MONTHS	252	142	108	75	64	69	43	207	23	14	**	44	100	87	84	108
	11%	12%	11%	12%	10%	16%	9%	12%	10%	10%	**	13%	11%	11%	13%	9%
						d										
CURRENTLY LOOKING FOR A NEW DEAL	159	86	72	69	38	31	22	124	10	17	**	29	59	58	60	59
	7%	7%	7%	11%	6%	7%	4%	7%	5%	13%	**	9%	6%	8%	9%	5%
				bd						b					b	
NEITHER	1707	928	767	491	505	326	371	1388	175	87	**	240	736	585	478	964
	76%	76%	77%	75%	80%	75%	75%	77%	77%	64%	**	70%	79%	78%	71%	82%
								c					a	a		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
SWITCHED IN LAST 12 MONTHS	188	27	161	49	139	188	-	188	188	141	29	157	13	116	55	37
	8%	9%	8%	9%	8%	15% b	-%	74% ab	100% abc	9%	8%	9%	5%	10%	7%	15% ab
CURRENTLY LOOKING FOR A NEW DEAL	159	53	106	68	92	125	34	41	14	106	22	110	18	86	42	26
	7%	17% b	5%	12% b	5%	10% b	4%	16% abd	7%	6%	6%	6%	7%	7%	5%	11% b
NEITHER	1735	155	1579	345	1390	882	852	28	-	1397	338	1507	227	997	738	183
	78%	50%	82% a	63%	82% a	69% cd	88% acd	11% d	-%	85%	87%	85%	88%	84% c	89% ac	76%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
SWITCHED IN LAST 12 MONTHS	188	11	159	32	138	152	18	132	127	28	71	36	63
	8%	11%	8%	10%	8%	14%	2%	61%	75%	9%	7%	9%	7%
						b		ab	abc				
CURRENTLY LOOKING FOR A NEW DEAL	159	12	104	24	91	89	26	25	12	23	60	28	54
	7%	12%	5%	8%	5%	8%	3%	12%	7%	7%	6%	7%	6%
		b				b		b	b				
NEITHER	1735	70	1568	246	1392	840	798	58	29	254	865	338	781
	78%	70%	82%	77%	82%	75%	90%	27%	17%	80%	84%	81%	84%
			a			cd	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2156	517	613	116	57	169	412	31	23	1130	581	1575	581
Effective Weighted Sample	1804	439	550	82	49	157	351	26	22	989	506	1325	479
Total	2237	596	757	93	63	142	372	26	19	1353	514	1643	594
SWITCHED IN LAST 12 MONTHS	188	59	40	42	**	20	29	**	**	100	49	157	30
	8%	10%	5%	45%	**	14%	8%	**	**	7%	9%	10%	5%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	159	54	29	12	**	13	12	**	**	83	25	139	20
	7%	9%	4%	13%	**	9%	3%	**	**	6%	5%	8%	3%
		b		b		b						b	
NEITHER	1735	459	660	37	**	109	307	**	**	1119	416	1264	470
	78%	77%	87%	40%	**	76%	83%	**	**	83%	81%	77%	79%
		c	ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	933	549	173	296	227	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	874	518	161	258	169	65	552	753	1365	435	119	295	694	812
Total	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
SWITCHED IN LAST 12 MONTHS	188	80	59	4	25	25	**	80	68	163	25	7	47	81	59
	8%	11%	7%	3%	9%	9%	**	11%	8%	10%	5%	4%	12%	10%	6%
		c			c			e		e			c	c	
CURRENTLY LOOKING FOR A NEW DEAL	159	39	46	6	20	49	**	64	50	139	19	3	56	64	38
	7%	5%	6%	4%	7%	17%	**	9%	6%	8%	4%	2%	14%	8%	4%
						abcd		ef		ef			bc	c	
NEITHER	1735	583	673	140	221	134	**	540	742	1323	410	118	258	673	801
	78%	78%	83%	93%	82%	48%	**	74%	83%	77%	79%	71%	66%	79%	81%
		e	e	abde	e			bdf						a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156	979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962	825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222	994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
SWITCHED IN LAST 12 MONTHS	188	97	89	47	52	54	34	153	19	11	**	30	80	63	51	91
	8%	8%	9%	7%	8%	12% ad	7%	8%	8%	8%	**	9%	9%	8%	8%	8%
CURRENTLY LOOKING FOR A NEW DEAL	159	86	72	69	38	31	22	124	10	17	**	29	59	58	60	59
	7%	7%	7%	11% bd	6%	7%	4%	7%	5%	13% b	**	9%	6%	8%	9% b	5%
NEITHER	1735	948	774	499	513	333	374	1413	177	88	**	244	747	596	489	974
	78%	78%	78%	76%	81%	76%	75%	79% c	77%	65%	**	71%	80% a	79% a	73%	83% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2156	265	1891	512	1644	1266	890	322	183	1530	431	1670	291	1207	754	263
Effective Weighted Sample	1804	195	1627	396	1414	1047	758	240	158	1285	391	1408	262	1017	646	207
Total	2237	309	1928	545	1692	1273	964	252	188	1635	387	1764	257	1191	831	241
SWITCHED ONLY	136	23	113	39	97	136	-	136	136	99	22	111	10	78	42	21
	6%	7%	6%	7%	6%	11%	-%	54%	72%	6%	6%	6%	4%	7%	5%	9%
						b		ab	abc							
INITIATED CHANGE ONLY	528	50	478	81	447	299	229	24	-	398	88	411	75	312	174	80
	24%	16%	25%	15%	26%	23%	24%	9%	-%	24%	23%	23%	29%	26%	21%	33%
			a		a	cd	cd	d						b		b
BOTH SWITCHED AND INITIATED CHANGE	52	4	48	10	42	52	-	52	52	42	7	47	3	37	12	15
	2%	1%	2%	2%	2%	4%	-%	21%	28%	3%	2%	3%	1%	3%	1%	6%
						b		ab	ab							b
NEITHER	1522	232	1290	415	1106	787	735	41	-	1096	269	1196	169	763	602	125
	68%	75%	67%	76%	65%	62%	76%	16%	-%	67%	70%	68%	66%	64%	72%	52%
		b		b		cd	acd	d						c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2156	117	1877	352	1642	1149	845	271	173	327	803	411	719
Effective Weighted Sample	1804	100	1621	306	1417	980	740	214	153	286	715	356	642
Total	2237	100	1911	318	1692	1121	889	216	168	318	1035	419	933
SWITCHED ONLY	136	8	112	24	96	113	7	97	94	22	40	29	33
	6%	8%	6%	7%	6%	10%	1%	45%	56%	7%	4%	7%	4%
						b		ab	ab				
INITIATED CHANGE ONLY	528	14	469	47	436	248	235	20	7	60	317	85	292
	24%	14%	25%	15%	26%	22%	26%	9%	4%	19%	31%	20%	31%
					a	cd	cd				a		a
BOTH SWITCHED AND INITIATED CHANGE	52	3	46	8	42	39	11	35	33	7	31	7	30
	2%	3%	2%	2%	2%	3%	1%	16%	19%	2%	3%	2%	3%
						b		ab	ab				
NEITHER	1522	75	1283	239	1119	721	636	63	35	230	647	298	578
	68%	74%	67%	75%	66%	64%	72%	29%	21%	72%	62%	71%	62%
				b		cd	acd			b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2156	517	613	116	57	169	412	31	23	1130	581	1575	581
Effective Weighted Sample	1804	439	550	82	49	157	351	26	22	989	506	1325	479
Total	2237	596	757	93	63	142	372	26	19	1353	514	1643	594
SWITCHED ONLY	136	34	28	23	**	18	25	**	**	62	42	112	24
	6%	6%	4%	24% ab	**	12%	7%	**	**	5%	8% a	7%	4%
INITIATED CHANGE ONLY	528	179	198	25	**	26	61	**	**	377	87	428	101
	24%	30%	26%	26%	**	18%	16%	**	**	28% b	17%	26% b	17%
BOTH SWITCHED AND INITIATED CHANGE	52	25	13	20	**	2	4	**	**	38	6	45	6
	2%	4%	2%	21% ab	**	1%	1%	**	**	3%	1%	3%	1%
NEITHER	1522	358	518	26	**	97	281	**	**	876	378	1058	464
	68%	60% c	68% ac	28%	**	68%	76%	**	**	65%	74% a	64%	78% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	2156	933	549	173	296	227	89	673	869	1631	520	150	379	816	956
Effective Weighted Sample	1804	874	518	161	258	169	65	552	753	1365	435	119	295	694	812
Total	2237	749	813	150	268	280	92	726	892	1711	520	165	393	853	985
SWITCHED ONLY	136	66	32	2	21	20	**	55	49	114	22	6	34	56	46
	6%	9%	4%	1%	8%	7%	**	8%	5%	7%	4%	4%	9%	7%	5%
		bc			c	c							c		
INITIATED CHANGE ONLY	528	140	249	53	43	45	**	183	221	420	107	15	87	222	218
	24%	19%	31%	35%	16%	16%	**	25%	25%	25%	21%	9%	22%	26%	22%
			ade	ade				f	f	f	f				
BOTH SWITCHED AND INITIATED CHANGE	52	14	27	3	5	4	**	25	19	49	3	1	14	25	13
	2%	2%	3%	2%	2%	2%	**	3%	2%	3%	*%	*%	4%	3%	1%
								e		e			c		
NEITHER	1522	528	505	93	199	211	**	464	603	1128	389	143	258	550	708
	68%	71%	62%	62%	74%	75%	**	64%	68%	66%	75%	87%	66%	64%	72%
		b			bc	bc					bcd	bcde			b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		
		Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%			a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2156	1156		979	704	597	314	522	1749	207	126	74	324	887	738	673	1119
Effective Weighted Sample	1804	962		825	597	518	273	435	1460	175	107	63	261	737	633	546	954
Total	2237	1222		994	653	633	437	496	1799	229	136	73	342	934	755	672	1177
SWITCHED ONLY	136	70		64	32	37	42	24	110	14	8	**	22	61	43	33	67
	6%	6%		6%	5%	6%	10% ad	5%	6%	6%	6%	**	6%	7%	6%	5%	6%
INITIATED CHANGE ONLY	528	291		236	178	147	100	97	417	56	33	**	77	225	183	181	275
	24%	24%		24%	27% d	23%	23%	20%	23%	25%	24%	**	23%	24%	24%	27%	23%
BOTH SWITCHED AND INITIATED CHANGE	52	27		25	15	15	12	10	42	5	3	**	8	19	20	18	25
	2%	2%		3%	2%	2%	3%	2%	2%	2%	2%	**	2%	2%	3%	3%	2%
NEITHER	1522	833		669	428	434	283	365	1230	153	92	**	235	629	509	440	810
	68%	68%		67%	66%	69%	65%	74% ac	68%	67%	68%	**	69%	67%	67%	66%	69%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	265	-	265	-	175	90	73	22	149	21	154	16	111	59	30
Effective Weighted Sample	195	195	-	195	-	124	73	47	18	113	17	117	12	81	47	19
Total	309	309	-	309	-	183	127	51	27	177	15	182	10	116	77	25
SWITCHED IN LAST 12 MONTHS	51	51	**	51	**	51	**	**	**	20	**	21	**	21	**	**
	17%	17%	**	17%	**	28%	**	**	**	11%	**	12%	**	18%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	53	53	**	53	**	44	**	**	**	21	**	21	**	19	**	**
	17%	17%	**	17%	**	24%	**	**	**	12%	**	12%	**	16%	**	**
NEITHER	153	153	**	153	**	75	**	**	**	144	**	148	**	84	**	**
	50%	50%	**	50%	**	41%	**	**	**	81%	**	81%	**	73%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	265	93	34	101	26	83	44	20	9	46	24	50	20
Effective Weighted Sample	195	84	30	92	22	71	42	15	9	37	21	40	17
Total	309	88	26	95	19	71	43	14	9	59	19	62	15
SWITCHED IN LAST 12 MONTHS	51	**	**	12	**	**	**	**	**	**	**	**	**
	17%	**	**	13%	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	53	**	**	8	**	**	**	**	**	**	**	**	**
	17%	**	**	9%	**	**	**	**	**	**	**	**	**
NEITHER	153	**	**	69	**	**	**	**	**	**	**	**	**
	50%	**	**	72%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	265	33	37	11	1	15	47	4	1	70	62	192	73
Effective Weighted Sample	195	24	30	8	1	13	37	3	1	54	48	140	59
Total	309	31	47	6	1	17	70	4	1	77	86	199	110
SWITCHED IN LAST 12 MONTHS	51	**	**	**	**	**	**	**	**	**	**	47	**
	17%	**	**	**	**	**	**	**	**	**	**	24%	**
CURRENTLY LOOKING FOR A NEW DEAL	53	**	**	**	**	**	**	**	**	**	**	50	**
	17%	**	**	**	**	**	**	**	**	**	**	25%	**
NEITHER	153	**	**	**	**	**	**	**	**	**	**	85	**
	50%	**	**	**	**	**	**	**	**	**	**	43%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	d	~e	~f	~a	~b	~c
Unweighted total	265	-	-	-	38	227	33	104	75	212	51	30	86	91	86
Effective Weighted Sample	195	-	-	-	33	169	22	77	59	156	41	25	59	71	67
Total	309	-	-	-	29	280	39	106	82	227	79	51	92	93	121
SWITCHED IN LAST 12 MONTHS	51	**	**	**	**	47	**	29	**	47	**	**	**	**	**
	17%	**	**	**	**	17%	**	28%	**	21%	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	53	**	**	**	**	49	**	21	**	51	**	**	**	**	**
	17%	**	**	**	**	17%	**	20%	**	23%	**	**	**	**	**
NEITHER	153	**	**	**	**	132	**	50	**	112	**	**	**	**	**
	50%	**	**	**	**	47%	**	47%	**	49%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	265	147	112	102	57	39	64	217	23	20	5	54	89	84	109	92
Effective Weighted Sample	195	106	84	73	44	31	49	159	18	15	4	37	68	63	74	70
Total	309	167	135	96	69	56	86	248	29	27	6	64	109	92	116	112
SWITCHED IN LAST 12 MONTHS	51	27	24	23	**	**	**	42	**	**	**	**	**	**	18	**
	17%	16%	18%	24%	**	**	**	17%	**	**	**	**	**	**	16%	**
CURRENTLY LOOKING FOR A NEW DEAL	53	28	26	26	**	**	**	42	**	**	**	**	**	**	27	**
	17%	17%	19%	27%	**	**	**	17%	**	**	**	**	**	**	23%	**
NEITHER	153	90	62	44	**	**	**	134	**	**	**	**	**	**	43	**
	50%	54%	46%	46%	**	**	**	54%	**	**	**	**	**	**	37%	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	265	-	265	-	175	90	73	22	149	21	154	16	111	59	30
Effective Weighted Sample	195	195	-	195	-	124	73	47	18	113	17	117	12	81	47	19
Total	309	309	-	309	-	183	127	51	27	177	15	182	10	116	77	25
SWITCHED IN LAST 12 MONTHS	27	27	**	27	**	27	**	**	**	14	**	15	**	14	**	**
	9%	9%	**	9%	**	15%	**	**	**	8%	**	8%	**	12%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	53	53	**	53	**	44	**	**	**	21	**	21	**	19	**	**
	17%	17%	**	17%	**	24%	**	**	**	12%	**	12%	**	16%	**	**
NEITHER	155	155	**	155	**	77	**	**	**	146	**	150	**	86	**	**
	50%	50%	**	50%	**	42%	**	**	**	82%	**	82%	**	74%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	265	93	34	101	26	83	44	20	9	46	24	50	20
Effective Weighted Sample	195	84	30	92	22	71	42	15	9	37	21	40	17
Total	309	88	26	95	19	71	43	14	9	59	19	62	15
SWITCHED IN LAST 12 MONTHS	27	**	**	10	**	**	**	**	**	**	**	**	**
	9%	**	**	11%	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	53	**	**	8	**	**	**	**	**	**	**	**	**
	17%	**	**	9%	**	**	**	**	**	**	**	**	**
NEITHER	155	**	**	70	**	**	**	**	**	**	**	**	**
	50%	**	**	73%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	265	33	37	11	1	15	47	4	1	70	62	192	73
Effective Weighted Sample	195	24	30	8	1	13	37	3	1	54	48	140	59
Total	309	31	47	6	1	17	70	4	1	77	86	199	110
SWITCHED IN LAST 12 MONTHS	27	**	**	**	**	**	**	**	**	**	**	23	**
	9%	**	**	**	**	**	**	**	**	**	**	11%	**
CURRENTLY LOOKING FOR A NEW DEAL	53	**	**	**	**	**	**	**	**	**	**	50	**
	17%	**	**	**	**	**	**	**	**	**	**	25%	**
NEITHER	155	**	**	**	**	**	**	**	**	**	**	87	**
	50%	**	**	**	**	**	**	**	**	**	**	44%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	d	~e	~f	~a	~b	~c
Unweighted total	265	-	-	-	38	227	33	104	75	212	51	30	86	91	86
Effective Weighted Sample	195	-	-	-	33	169	22	77	59	156	41	25	59	71	67
Total	309	-	-	-	29	280	39	106	82	227	79	51	92	93	121
SWITCHED IN LAST 12 MONTHS	27	**	**	**	**	25	**	15	**	23	**	**	**	**	**
	9%	**	**	**	**	9%	**	14%	**	10%	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	53	**	**	**	**	49	**	21	**	51	**	**	**	**	**
	17%	**	**	**	**	17%	**	20%	**	23%	**	**	**	**	**
NEITHER	155	**	**	**	**	134	**	52	**	114	**	**	**	**	**
	50%	**	**	**	**	48%	**	49%	**	50%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	265	147	112	102	57	39	64	217	23	20	5	54	89	84	109	92
Effective Weighted Sample	195	106	84	73	44	31	49	159	18	15	4	37	68	63	74	70
Total	309	167	135	96	69	56	86	248	29	27	6	64	109	92	116	112
SWITCHED IN LAST 12 MONTHS	27	11	16	8	**	**	**	21	**	**	**	**	**	**	3	**
	9%	6%	12%	8%	**	**	**	9%	**	**	**	**	**	**	3%	**
CURRENTLY LOOKING FOR A NEW DEAL	53	28	26	26	**	**	**	42	**	**	**	**	**	**	27	**
	17%	17%	19%	27%	**	**	**	17%	**	**	**	**	**	**	23%	**
NEITHER	155	91	62	45	**	**	**	136	**	**	**	**	**	**	44	**
	50%	55%	46%	47%	**	**	**	55%	**	**	**	**	**	**	37%	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	265	-	265	-	175	90	73	22	149	21	154	16	111	59	30
Effective Weighted Sample	195	195	-	195	-	124	73	47	18	113	17	117	12	81	47	19
Total	309	309	-	309	-	183	127	51	27	177	15	182	10	116	77	25
SWITCHED ONLY	23	23	**	23	**	23	**	**	**	12	**	13	**	13	**	**
	7%	7%	**	7%	**	13%	**	**	**	7%	**	7%	**	11%	**	**
INITIATED CHANGE ONLY	50	50	**	50	**	40	**	**	**	34	**	34	**	25	**	**
	16%	16%	**	16%	**	22%	**	**	**	19%	**	19%	**	22%	**	**
BOTH SWITCHED AND INITIATED CHANGE	4	4	**	4	**	4	**	**	**	2	**	2	**	1	**	**
	1%	1%	**	1%	**	2%	**	**	**	1%	**	1%	**	1%	**	**
NEITHER	232	232	**	232	**	116	**	**	**	130	**	134	**	76	**	**
	75%	75%	**	75%	**	63%	**	**	**	73%	**	73%	**	66%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	265	93	34	101	26	83	44	20	9	46	24	50	20
Effective Weighted Sample	195	84	30	92	22	71	42	15	9	37	21	40	17
Total	309	88	26	95	19	71	43	14	9	59	19	62	15
SWITCHED ONLY	23	**	**	8	**	**	**	**	**	**	**	**	**
	7%	**	**	9%	**	**	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	50	**	**	11	**	**	**	**	**	**	**	**	**
	16%	**	**	11%	**	**	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	4	**	**	2	**	**	**	**	**	**	**	**	**
	1%	**	**	2%	**	**	**	**	**	**	**	**	**
NEITHER	232	**	**	75	**	**	**	**	**	**	**	**	**
	75%	**	**	78%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	265	33	37	11	1	15	47	4	1	70	62	192	73
Effective Weighted Sample	195	24	30	8	1	13	37	3	1	54	48	140	59
Total	309	31	47	6	1	17	70	4	1	77	86	199	110
SWITCHED ONLY	23	**	**	**	**	**	**	**	**	**	**	18	**
	7%	**	**	**	**	**	**	**	**	**	**	9%	**
INITIATED CHANGE ONLY	50	**	**	**	**	**	**	**	**	**	**	42	**
	16%	**	**	**	**	**	**	**	**	**	**	21%	**
BOTH SWITCHED AND INITIATED CHANGE	4	**	**	**	**	**	**	**	**	**	**	4	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	**
NEITHER	232	**	**	**	**	**	**	**	**	**	**	134	**
	75%	**	**	**	**	**	**	**	**	**	**	67%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	d	~e	~f	~a	~b	~c
Unweighted total	265	-	-	-	38	227	33	104	75	212	51	30	86	91	86
Effective Weighted Sample	195	-	-	-	33	169	22	77	59	156	41	25	59	71	67
Total	309	-	-	-	29	280	39	106	82	227	79	51	92	93	121
SWITCHED ONLY	23	**	**	**	**	20	**	11	**	18	**	**	**	**	**
	7%	**	**	**	**	7%	**	10%	**	8%	**	**	**	**	**
INITIATED CHANGE ONLY	50	**	**	**	**	45	**	25	**	47	**	**	**	**	**
	16%	**	**	**	**	16%	**	23%	**	21%	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	4	**	**	**	**	4	**	4	**	4	**	**	**	**	**
	1%	**	**	**	**	2%	**	3%	**	2%	**	**	**	**	**
NEITHER	232	**	**	**	**	211	**	67	**	158	**	**	**	**	**
	75%	**	**	**	**	75%	**	63%	**	69%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	265	147	112	102	57	39	64	217	23	20	5	54	89	84	109	92
Effective Weighted Sample	195	106	84	73	44	31	49	159	18	15	4	37	68	63	74	70
Total	309	167	135	96	69	56	86	248	29	27	6	64	109	92	116	112
SWITCHED ONLY	23	8	15	7	**	**	**	18	**	**	**	**	**	**	3	**
	7%	5%	11%	7%	**	**	**	7%	**	**	**	**	**	**	2%	**
INITIATED CHANGE ONLY	50	31	19	24	**	**	**	36	**	**	**	**	**	**	24	**
	16%	19%	14%	25%	**	**	**	14%	**	**	**	**	**	**	21%	**
BOTH SWITCHED AND INITIATED CHANGE	4	3	1	1	**	**	**	3	**	**	**	**	**	**	1	**
	1%	2%	1%	1%	**	**	**	1%	**	**	**	**	**	**	1%	**
NEITHER	232	125	99	64	**	**	**	190	**	**	**	**	**	**	88	**
	75%	75%	73%	66%	**	**	**	77%	**	**	**	**	**	**	76%	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	265	-	265	-	175	90	73	22	149	21	154	16	111	59	30
Effective Weighted Sample	195	195	-	195	-	124	73	47	18	113	17	117	12	81	47	19
Total	309	309	-	309	-	183	127	51	27	177	15	182	10	116	77	25
Received a discount	22	22	**	22	**	15	**	**	**	17	**	17	**	10	**	**
	7%	7%	**	7%	**	8%	**	**	**	9%	**	9%	**	9%	**	**
Added extra or improved services	27	27	**	27	**	26	**	**	**	13	**	13	**	11	**	**
	9%	9%	**	9%	**	14%	**	**	**	8%	**	7%	**	10%	**	**
Reduced or downgraded services	14	14	**	14	**	9	**	**	**	10	**	10	**	10	**	**
	4%	4%	**	4%	**	5%	**	**	**	6%	**	6%	**	8%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	55	55	**	55	**	44	**	**	**	36	**	36	**	27	**	**
	18%	18%	**	18%	**	24%	**	**	**	20%	**	20%	**	23%	**	**
ALL 3 CHANGES	*	*	**	*	**	*	**	**	**	*	**	*	**	*	**	**
	*%	*%	**	*%	**	*%	**	**	**	*%	**	*%	**	*%	**	**
DISCOUNT AND EXTRA SERVICES	2	2	**	2	**	2	**	**	**	1	**	1	**	1	**	**
	1%	1%	**	1%	**	1%	**	**	**	1%	**	1%	**	1%	**	**
DISCOUNT AND REDUCED SERVICES	3	3	**	3	**	1	**	**	**	1	**	1	**	-	**	**
	1%	1%	**	1%	**	*%	**	**	**	*%	**	*%	**	-%	**	**
EXTRA SERVICES AND REDUCED SERVICES	3	3	**	3	**	3	**	**	**	2	**	2	**	3	**	**
	1%	1%	**	1%	**	1%	**	**	**	1%	**	1%	**	2%	**	**
DISCOUNT ONLY	17	17	**	17	**	13	**	**	**	15	**	15	**	9	**	**
	6%	6%	**	6%	**	7%	**	**	**	8%	**	8%	**	7%	**	**
EXTRA SERVICES ONLY	22	22	**	22	**	21	**	**	**	10	**	10	**	7	**	**
	7%	7%	**	7%	**	11%	**	**	**	5%	**	5%	**	6%	**	**
REDUCED SERVICES ONLY	8	8	**	8	**	5	**	**	**	7	**	7	**	7	**	**
	2%	2%	**	2%	**	3%	**	**	**	4%	**	4%	**	6%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	265	-	265	-	175	90	73	22	149	21	154	16	111	59	30
Effective Weighted Sample	195	195	-	195	-	124	73	47	18	113	17	117	12	81	47	19
Total	309	309	-	309	-	183	127	51	27	177	15	182	10	116	77	25
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	255	255	**	255	**	139	**	**	**	142	**	146	**	89	**	**
	82%	82%	**	82%	**	76%	**	**	**	80%	**	80%	**	77%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	265	93	34	101	26	83	44	20	9	46	24	50	20
Effective Weighted Sample	195	84	30	92	22	71	42	15	9	37	21	40	17
Total	309	88	26	95	19	71	43	14	9	59	19	62	15
Received a discount	22	**	**	5	**	**	**	**	**	**	**	**	**
	7%	**	**	6%	**	**	**	**	**	**	**	**	**
Added extra or improved services	27	**	**	4	**	**	**	**	**	**	**	**	**
	9%	**	**	4%	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	14	**	**	6	**	**	**	**	**	**	**	**	**
	4%	**	**	6%	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	55	**	**	13	**	**	**	**	**	**	**	**	**
	18%	**	**	13%	**	**	**	**	**	**	**	**	**
ALL 3 CHANGES	*	**	**	*	**	**	**	**	**	**	**	**	**
	*%	**	**	*%	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	2	**	**	1	**	**	**	**	**	**	**	**	**
	1%	**	**	1%	**	**	**	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	3	**	**	-	**	**	**	**	**	**	**	**	**
	1%	**	**	-%	**	**	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	**	2	**	**	**	**	**	**	**	**	**
	1%	**	**	2%	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	17	**	**	4	**	**	**	**	**	**	**	**	**
	6%	**	**	5%	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	22	**	**	2	**	**	**	**	**	**	**	**	**
	7%	**	**	2%	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	8	**	**	4	**	**	**	**	**	**	**	**	**
	2%	**	**	4%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	265	93	34	101	26	83	44	20	9	46	24	50	20
Effective Weighted Sample	195	84	30	92	22	71	42	15	9	37	21	40	17
Total	309	88	26	95	19	71	43	14	9	59	19	62	15
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	255	**	**	83	**	**	**	**	**	**	**	**	**
	82%	**	**	87%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	265	33	37	11	1	15	47	4	1	70	62	192	73
Effective Weighted Sample	195	24	30	8	1	13	37	3	1	54	48	140	59
Total	309	31	47	6	1	17	70	4	1	77	86	199	110
Received a discount	22	**	**	**	**	**	**	**	**	**	**	19	**
	7%	**	**	**	**	**	**	**	**	**	**	9%	**
Added extra or improved services	27	**	**	**	**	**	**	**	**	**	**	24	**
	9%	**	**	**	**	**	**	**	**	**	**	12%	**
Reduced or downgraded services	14	**	**	**	**	**	**	**	**	**	**	12	**
	4%	**	**	**	**	**	**	**	**	**	**	6%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	55	**	**	**	**	**	**	**	**	**	**	47	**
	18%	**	**	**	**	**	**	**	**	**	**	23%	**
ALL 3 CHANGES	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
DISCOUNT AND EXTRA SERVICES	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
DISCOUNT AND REDUCED SERVICES	3	**	**	**	**	**	**	**	**	**	**	3	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	**	**	**	**	**	**	**	**	**	3	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
DISCOUNT ONLY	17	**	**	**	**	**	**	**	**	**	**	14	**
	6%	**	**	**	**	**	**	**	**	**	**	7%	**
EXTRA SERVICES ONLY	22	**	**	**	**	**	**	**	**	**	**	19	**
	7%	**	**	**	**	**	**	**	**	**	**	10%	**
REDUCED SERVICES ONLY	8	**	**	**	**	**	**	**	**	**	**	6	**
	2%	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	265	33	37	11	1	15	47	4	1	70	62	192	73
Effective Weighted Sample	195	24	30	8	1	13	37	3	1	54	48	140	59
Total	309	31	47	6	1	17	70	4	1	77	86	199	110
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	255	**	**	**	**	**	**	**	**	**	**	152	**
	82%	**	**	**	**	**	**	**	**	**	**	77%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	d	~e	~f	~a	~b	~c
Unweighted total	265	-	-	-	38	227	33	104	75	212	51	30	86	91	86
Effective Weighted Sample	195	-	-	-	33	169	22	77	59	156	41	25	59	71	67
Total	309	-	-	-	29	280	39	106	82	227	79	51	92	93	121
Received a discount	22	**	**	**	**	21	**	10	**	20	**	**	**	**	**
7%	7%	**	**	**	**	7%	**	9%	**	9%	**	**	**	**	**
Added extra or improved services	27	**	**	**	**	24	**	17	**	27	**	**	**	**	**
9%	9%	**	**	**	**	8%	**	16%	**	12%	**	**	**	**	**
Reduced or downgraded services	14	**	**	**	**	13	**	7	**	13	**	**	**	**	**
4%	4%	**	**	**	**	5%	**	6%	**	6%	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	55	**	**	**	**	49	**	28	**	51	**	**	**	**	**
18%	18%	**	**	**	**	18%	**	27%	**	23%	**	**	**	**	**
ALL 3 CHANGES	*	**	**	**	**	*	**	*	**	*	**	**	**	**	**
*%	*%	**	**	**	**	*%	**	*%	**	*%	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	2	**	**	**	**	2	**	2	**	2	**	**	**	**	**
1%	1%	**	**	**	**	1%	**	2%	**	1%	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	3	**	**	**	**	3	**	-	**	3	**	**	**	**	**
1%	1%	**	**	**	**	1%	**	-%	**	1%	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	**	**	**	2	**	2	**	3	**	**	**	**	**
1%	1%	**	**	**	**	1%	**	2%	**	1%	**	**	**	**	**
DISCOUNT ONLY	17	**	**	**	**	15	**	8	**	15	**	**	**	**	**
6%	6%	**	**	**	**	5%	**	7%	**	6%	**	**	**	**	**
EXTRA SERVICES ONLY	22	**	**	**	**	19	**	12	**	22	**	**	**	**	**
7%	7%	**	**	**	**	7%	**	12%	**	10%	**	**	**	**	**
REDUCED SERVICES ONLY	8	**	**	**	**	7	**	4	**	7	**	**	**	**	**
2%	2%	**	**	**	**	2%	**	4%	**	3%	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	255	**	**	**	**	231	**	78	**	176	**	**	**	**	**
82%	82%	**	**	**	**	82%	**	73%	**	77%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	265	147	112	102	57	39	64	217	23	20	5	54	89	84	109	92
Effective Weighted Sample	195	106	84	73	44	31	49	159	18	15	4	37	68	63	74	70
Total	309	167	135	96	69	56	86	248	29	27	6	64	109	92	116	112
Received a discount	22	15	7	12	**	**	**	15	**	**	**	**	**	**	14	**
	7%	9%	5%	13%	**	**	**	6%	**	**	**	**	**	**	12%	**
Added extra or improved services	27	16	11	12	**	**	**	19	**	**	**	**	**	**	11	**
	9%	10%	8%	13%	**	**	**	8%	**	**	**	**	**	**	9%	**
Reduced or downgraded services	14	8	6	9	**	**	**	11	**	**	**	**	**	**	6	**
	4%	5%	4%	9%	**	**	**	4%	**	**	**	**	**	**	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	55	34	21	25	**	**	**	39	**	**	**	**	**	**	25	**
	18%	21%	15%	26%	**	**	**	16%	**	**	**	**	**	**	22%	**
ALL 3 CHANGES	*	*	-	*	**	**	**	*	**	**	**	**	**	**	*	**
	*%	*%	-%	*%	**	**	**	*%	**	**	**	**	**	**	*%	**
DISCOUNT AND EXTRA SERVICES	2	2	-	2	**	**	**	2	**	**	**	**	**	**	2	**
	1%	1%	-%	2%	**	**	**	1%	**	**	**	**	**	**	1%	**
DISCOUNT AND REDUCED SERVICES	3	-	3	3	**	**	**	1	**	**	**	**	**	**	3	**
	1%	-%	2%	3%	**	**	**	*%	**	**	**	**	**	**	3%	**
EXTRA SERVICES AND REDUCED SERVICES	3	3	-	3	**	**	**	3	**	**	**	**	**	**	*	**
	1%	2%	-%	3%	**	**	**	1%	**	**	**	**	**	**	*%	**
DISCOUNT ONLY	17	13	4	7	**	**	**	12	**	**	**	**	**	**	9	**
	6%	8%	3%	8%	**	**	**	5%	**	**	**	**	**	**	7%	**
EXTRA SERVICES ONLY	22	11	11	8	**	**	**	15	**	**	**	**	**	**	9	**
	7%	7%	8%	8%	**	**	**	6%	**	**	**	**	**	**	7%	**
REDUCED SERVICES ONLY	8	5	2	3	**	**	**	7	**	**	**	**	**	**	2	**
	2%	3%	2%	3%	**	**	**	3%	**	**	**	**	**	**	2%	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	265	147	112	102	57	39	64	217	23	20	5	54	89	84	109	92
Effective Weighted Sample	195	106	84	73	44	31	49	159	18	15	4	37	68	63	74	70
Total	309	167	135	96	69	56	86	248	29	27	6	64	109	92	116	112
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	255	133	114	71	**	**	**	209	**	**	**	**	**	**	91	**
	82%	79%	85%	74%	**	**	**	84%	**	**	**	**	**	**	78%	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	265	-	265	-	175	90	73	22	149	21	154	16	111	59	30
Effective Weighted Sample	195	195	-	195	-	124	73	47	18	113	17	117	12	81	47	19
Total	309	309	-	309	-	183	127	51	27	177	15	182	10	116	77	25
Received a discount	30	30	**	30	**	27	**	**	**	14	**	15	**	13	**	**
	10%	10%	**	10%	**	15%	**	**	**	8%	**	8%	**	11%	**	**
Added extra or improved services	26	26	**	26	**	21	**	**	**	11	**	11	**	12	**	**
	8%	8%	**	8%	**	11%	**	**	**	6%	**	6%	**	10%	**	**
Reduced or downgraded services	6	6	**	6	**	4	**	**	**	3	**	3	**	2	**	**
	2%	2%	**	2%	**	2%	**	**	**	2%	**	2%	**	1%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	57	**	57	**	47	**	**	**	25	**	26	**	23	**	**
	18%	18%	**	18%	**	26%	**	**	**	14%	**	14%	**	20%	**	**
DISCOUNT AND EXTRA SERVICES	4	4	**	4	**	4	**	**	**	3	**	3	**	3	**	**
	1%	1%	**	1%	**	2%	**	**	**	2%	**	2%	**	3%	**	**
DISCOUNT AND REDUCED SERVICES	*	*	**	*	**	*	**	**	**	*	**	*	**	*	**	**
	*%	*%	**	*%	**	*%	**	**	**	*%	**	*%	**	*%	**	**
DISCOUNT ONLY	25	25	**	25	**	22	**	**	**	11	**	12	**	10	**	**
	8%	8%	**	8%	**	12%	**	**	**	6%	**	6%	**	8%	**	**
EXTRA SERVICES ONLY	22	22	**	22	**	16	**	**	**	8	**	8	**	9	**	**
	7%	7%	**	7%	**	9%	**	**	**	5%	**	5%	**	8%	**	**
REDUCED SERVICES ONLY	5	5	**	5	**	4	**	**	**	2	**	2	**	1	**	**
	2%	2%	**	2%	**	2%	**	**	**	1%	**	1%	**	1%	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	253	253	**	253	**	136	**	**	**	153	**	156	**	93	**	**
	82%	82%	**	82%	**	74%	**	**	**	86%	**	86%	**	80%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	265	93	34	101	26	83	44	20	9	46	24	50	20
Effective Weighted Sample	195	84	30	92	22	71	42	15	9	37	21	40	17
Total	309	88	26	95	19	71	43	14	9	59	19	62	15
Received a discount	30	**	**	9	**	**	**	**	**	**	**	**	**
	10%	**	**	10%	**	**	**	**	**	**	**	**	**
Added extra or improved services	26	**	**	4	**	**	**	**	**	**	**	**	**
	8%	**	**	4%	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	6	**	**	*	**	**	**	**	**	**	**	**	**
	2%	**	**	*%	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	**	**	12	**	**	**	**	**	**	**	**	**
	18%	**	**	13%	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	4	**	**	2	**	**	**	**	**	**	**	**	**
	1%	**	**	2%	**	**	**	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	*	**	**	-	**	**	**	**	**	**	**	**	**
	*%	**	**	-%	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	25	**	**	8	**	**	**	**	**	**	**	**	**
	8%	**	**	8%	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	22	**	**	3	**	**	**	**	**	**	**	**	**
	7%	**	**	3%	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	5	**	**	*	**	**	**	**	**	**	**	**	**
	2%	**	**	*%	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	253	**	**	83	**	**	**	**	**	**	**	**	**
	82%	**	**	87%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	265	33	37	11	1	15	47	4	1	70	62	192	73
Effective Weighted Sample	195	24	30	8	1	13	37	3	1	54	48	140	59
Total	309	31	47	6	1	17	70	4	1	77	86	199	110
Received a discount	30	**	**	**	**	**	**	**	**	**	**	27	**
	10%	**	**	**	**	**	**	**	**	**	**	13%	**
Added extra or improved services	26	**	**	**	**	**	**	**	**	**	**	26	**
	8%	**	**	**	**	**	**	**	**	**	**	13%	**
Reduced or downgraded services	6	**	**	**	**	**	**	**	**	**	**	6	**
	2%	**	**	**	**	**	**	**	**	**	**	3%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	**	**	**	**	**	**	**	**	**	**	54	**
	18%	**	**	**	**	**	**	**	**	**	**	27%	**
DISCOUNT AND EXTRA SERVICES	4	**	**	**	**	**	**	**	**	**	**	4	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	**
DISCOUNT AND REDUCED SERVICES	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
DISCOUNT ONLY	25	**	**	**	**	**	**	**	**	**	**	22	**
	8%	**	**	**	**	**	**	**	**	**	**	11%	**
EXTRA SERVICES ONLY	22	**	**	**	**	**	**	**	**	**	**	22	**
	7%	**	**	**	**	**	**	**	**	**	**	11%	**
REDUCED SERVICES ONLY	5	**	**	**	**	**	**	**	**	**	**	5	**
	2%	**	**	**	**	**	**	**	**	**	**	3%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	253	**	**	**	**	**	**	**	**	**	**	145	**
	82%	**	**	**	**	**	**	**	**	**	**	73%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	d	~e	~f	~a	~b	~c
Unweighted total	265	-	-	-	38	227	33	104	75	212	51	30	86	91	86
Effective Weighted Sample	195	-	-	-	33	169	22	77	59	156	41	25	59	71	67
Total	309	-	-	-	29	280	39	106	82	227	79	51	92	93	121
Received a discount	30	**	**	**	**	26	**	18	**	27	**	**	**	**	**
	10%	**	**	**	**	9%	**	17%	**	12%	**	**	**	**	**
Added extra or improved services	26	**	**	**	**	26	**	13	**	26	**	**	**	**	**
	8%	**	**	**	**	9%	**	12%	**	11%	**	**	**	**	**
Reduced or downgraded services	6	**	**	**	**	5	**	3	**	6	**	**	**	**	**
	2%	**	**	**	**	2%	**	3%	**	3%	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	**	**	**	**	52	**	34	**	54	**	**	**	**	**
	18%	**	**	**	**	19%	**	32%	**	24%	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	4	**	**	**	**	4	**	*	**	4	**	**	**	**	**
	1%	**	**	**	**	2%	**	*%	**	2%	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	*	**	**	**	**	*	**	-	**	*	**	**	**	**	**
	*0%	**	**	**	**	*%	**	-%	**	*%	**	**	**	**	**
DISCOUNT ONLY	25	**	**	**	**	22	**	18	**	22	**	**	**	**	**
	8%	**	**	**	**	8%	**	17%	**	10%	**	**	**	**	**
EXTRA SERVICES ONLY	22	**	**	**	**	21	**	13	**	22	**	**	**	**	**
	7%	**	**	**	**	8%	**	12%	**	10%	**	**	**	**	**
REDUCED SERVICES ONLY	5	**	**	**	**	4	**	3	**	5	**	**	**	**	**
	2%	**	**	**	**	2%	**	3%	**	2%	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	253	**	**	**	**	228	**	73	**	174	**	**	**	**	**
	82%	**	**	**	**	81%	**	68%	**	76%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	265	147	112	102	57	39	64	217	23	20	5	54	89	84	109	92
Effective Weighted Sample	195	106	84	73	44	31	49	159	18	15	4	37	68	63	74	70
Total	309	167	135	96	69	56	86	248	29	27	6	64	109	92	116	112
Received a discount	30	15	14	5	**	**	**	20	**	**	**	**	**	**	15	**
	10%	9%	11%	5%	**	**	**	8%	**	**	**	**	**	**	13%	**
Added extra or improved services	26	4	20	14	**	**	**	15	**	**	**	**	**	**	17	**
	8%	2%	15%	14%	**	**	**	6%	**	**	**	**	**	**	14%	**
			a													
Reduced or downgraded services	6	3	3	3	**	**	**	5	**	**	**	**	**	**	1	**
	2%	2%	2%	3%	**	**	**	2%	**	**	**	**	**	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	22	33	21	**	**	**	37	**	**	**	**	**	**	29	**
	18%	13%	24%	22%	**	**	**	15%	**	**	**	**	**	**	25%	**
DISCOUNT AND EXTRA SERVICES	4	*	4	*	**	**	**	3	**	**	**	**	**	**	4	**
	1%	*%	3%	*%	**	**	**	1%	**	**	**	**	**	**	4%	**
DISCOUNT AND REDUCED SERVICES	*	-	*	*	**	**	**	*	**	**	**	**	**	**	-	**
	*%	-%	*%	1%	**	**	**	*%	**	**	**	**	**	**	-%	**
DISCOUNT ONLY	25	15	10	4	**	**	**	17	**	**	**	**	**	**	11	**
	8%	9%	7%	5%	**	**	**	7%	**	**	**	**	**	**	9%	**
EXTRA SERVICES ONLY	22	4	16	13	**	**	**	12	**	**	**	**	**	**	12	**
	7%	2%	12%	14%	**	**	**	5%	**	**	**	**	**	**	11%	**
			a													
REDUCED SERVICES ONLY	5	3	3	3	**	**	**	5	**	**	**	**	**	**	1	**
	2%	2%	2%	3%	**	**	**	2%	**	**	**	**	**	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	253	145	102	75	**	**	**	211	**	**	**	**	**	**	88	**
	82%	87%	76%	78%	**	**	**	85%	**	**	**	**	**	**	75%	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3062	170	1791	405	1556	1135	826	272	168	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2573	127	1540	322	1338	950	709	204	146	2119	472	2272	311	1608	967	416
Total	3051	192	1830	415	1607	1138	884	215	170	2594	457	2748	303	1868	1182	494
SWITCHED IN LAST 12 MONTHS	494	25	216	51	191	169	73	54	37	417	77	436	58	494	-	494
	16%	13%	12%	12%	12%	15% b	8%	25% ab	22% b	16%	17%	16%	19%	26% b	-%	100% ab
CURRENTLY LOOKING FOR A NEW DEAL	211	17	77	30	64	65	28	21	7	177	34	185	26	164	47	86
	7%	9% b	4%	7% b	4%	6% b	3%	10% b	4%	7%	7%	7%	9%	9% b	4%	17% ab
NEITHER	1712	160	1552	348	1364	926	786	154	130	1398	314	1509	204	916	797	-
	56%	83%	85%	84%	85%	81% c	89% acd	71%	76%	54%	69% a	55%	67% a	49% c	67% ac	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3062	389	1961	662	1688	1356	994	350	215	420	905	526	799
Effective Weighted Sample	2573	321	1678	554	1447	1141	846	279	185	368	778	453	692
Total	3051	292	1944	530	1706	1256	980	274	196	406	1085	519	972
SWITCHED IN LAST 12 MONTHS	494	55	235	80	210	204	86	83	49	70	136	82	123
	16%	19%	12%	15%	12%	16%	9%	30%	25%	17%	13%	16%	13%
		b				b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	211	25	88	42	71	76	37	29	11	24	55	31	48
	7%	9%	5%	8%	4%	6%	4%	10%	5%	6%	5%	6%	5%
		b		b				ab					
NEITHER	1712	72	1544	246	1370	874	742	144	122	257	835	339	753
	56%	25%	79%	46%	80%	70%	76%	52%	62%	63%	77%	65%	77%
			a		a	c	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3062	624	701	158	73	211	512	41	28	1325	723	2351	711
Effective Weighted Sample	2573	521	613	116	60	189	441	34	26	1134	628	1971	602
Total	3051	678	813	135	77	174	460	31	21	1491	634	2339	711
SWITCHED IN LAST 12 MONTHS	494	133	73	56	**	27	42	**	**	206	69	430	63
	16%	20%	9%	41%	**	15%	9%	**	**	14%	11%	18%	9%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	211	53	27	22	**	13	14	**	**	79	27	189	22
	7%	8%	3%	16%	**	7%	3%	**	**	5%	4%	8%	3%
		b		ab								b	
NEITHER	1712	446	646	52	**	107	307	**	**	1092	414	1250	463
	56%	66%	79%	39%	**	62%	67%	**	**	73%	65%	53%	65%
		c	ac							b			a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3062	866	520	173	488	1037	349	1140	1056	2545	513	129	927	1124	1007
Effective Weighted Sample	2573	812	491	161	416	852	290	937	908	2133	436	104	758	949	861
Total	3051	695	772	150	404	1051	341	1152	1050	2543	503	136	895	1134	1017
SWITCHED IN LAST 12 MONTHS	494	81	85	21	69	242	99	230	134	463	29	7	222	175	95
	16%	12%	11%	14%	17%	23%	29%	20%	13%	18%	6%	5%	25%	15%	9%
CURRENTLY LOOKING FOR A NEW DEAL					ab	abcd	bcdef	cef	ef	cef			bc	c	
	211	21	35	7	34	114	37	113	52	202	9	1	95	87	29
	7%	3%	4%	5%	8%	11%	11%	10%	5%	8%	2%	1%	11%	8%	3%
NEITHER					ab	ab	cef	cef	e	cef			c	c	
	1712	597	658	122	213	139	44	527	721	1293	418	118	248	670	792
	56%	86%	85%	82%	53%	13%	13%	46%	69%	51%	83%	87%	28%	59%	78%
		de	de	de	e			a	abd	ab	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3062	1546	1480	920	885	474	749	2521	285	163	93	538	1189	1051	1009	1491
Effective Weighted Sample	2573	1293	1251	785	753	413	642	2108	244	142	78	441	995	901	844	1250
Total	3051	1583	1436	837	870	632	678	2490	296	170	93	543	1211	1026	994	1488
SWITCHED IN LAST 12 MONTHS	494	262	225	142	143	104	102	395	46	40	**	105	191	145	204	188
	16%	17%	16%	17%	16%	16%	15%	16%	15%	23%	**	19% c	16%	14%	21% b	13%
CURRENTLY LOOKING FOR A NEW DEAL	211	121	86	86	44	49	29	171	20	14	**	57	79	62	103	55
	7%	8%	6%	10% bd	5%	8%	4%	7%	7%	8%	**	10% bc	7%	6%	10% b	4%
NEITHER	1712	942	757	500	497	334	367	1393	181	80	**	239	730	601	477	967
	56%	59% b	53%	60%	57%	53%	54%	56%	61% c	47%	**	44%	60% a	59% a	48%	65% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3062	170	1791	405	1556	1135	826	272	168	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2573	127	1540	322	1338	950	709	204	146	2119	472	2272	311	1608	967	416
Total	3051	192	1830	415	1607	1138	884	215	170	2594	457	2748	303	1868	1182	494
SWITCHED ONLY	382	18	172	40	150	128	62	39	32	334	48	350	32	382	-	382
	13%	9%	9%	10%	9%	11%	7%	18%	19%	13%	11%	13%	11%	20%	-%	77%
						b		ab	ab					b		ab
INITIATED CHANGE ONLY	359	20	225	40	205	144	101	29	21	273	85	290	69	240	119	-
	12%	11%	12%	10%	13%	13%	11%	14%	13%	11%	19%	11%	23%	13%	10%	-%
											a		a	c	c	
BOTH SWITCHED AND INITIATED CHANGE	112	8	44	11	41	41	11	15	5	83	29	86	26	112	-	112
	4%	4%	2%	3%	3%	4%	1%	7%	3%	3%	6%	3%	8%	6%	-%	23%
						b		b			a		a	b		ab
NEITHER	2198	147	1389	324	1211	826	710	132	112	1904	295	2022	177	1135	1064	-
	72%	76%	76%	78%	75%	73%	80%	61%	66%	73%	64%	74%	58%	61%	90%	-%
						c	acd			b		b		c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3062	389	1961	662	1688	1356	994	350	215	420	905	526	799
Effective Weighted Sample	2573	321	1678	554	1447	1141	846	279	185	368	778	453	692
Total	3051	292	1944	530	1706	1256	980	274	196	406	1085	519	972
SWITCHED ONLY	382	40	193	62	170	161	71	64	43	57	100	69	88
	13%	14%	10%	12%	10%	13%	7%	23%	22%	14%	9%	13%	9%
						b		ab	ab				
INITIATED CHANGE ONLY	359	36	234	59	212	149	122	29	20	49	155	61	142
	12%	12%	12%	11%	12%	12%	12%	11%	10%	12%	14%	12%	15%
BOTH SWITCHED AND INITIATED CHANGE	112	15	43	18	40	43	15	19	6	13	36	13	36
	4%	5%	2%	3%	2%	3%	2%	7%	3%	3%	3%	3%	4%
		b				b		ab					
NEITHER	2198	200	1475	392	1284	904	772	162	127	288	794	375	707
	72%	69%	76%	74%	75%	72%	79%	59%	65%	71%	73%	72%	73%
			a			c	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3062	624	701	158	73	211	512	41	28	1325	723	2351	711
Effective Weighted Sample	2573	521	613	116	60	189	441	34	26	1134	628	1971	602
Total	3051	678	813	135	77	174	460	31	21	1491	634	2339	711
SWITCHED ONLY	382	100	57	39	**	21	39	**	**	157	60	330	52
	13%	15%	7%	29%	**	12%	8%	**	**	11%	9%	14%	7%
		b		ab								b	
INITIATED CHANGE ONLY	359	98	106	19	**	21	46	**	**	204	68	294	65
	12%	14%	13%	14%	**	12%	10%	**	**	14%	11%	13%	9%
BOTH SWITCHED AND INITIATED CHANGE	112	33	16	16	**	5	3	**	**	49	9	100	11
	4%	5%	2%	12%	**	3%	1%	**	**	3%	1%	4%	2%
		b		ab								b	
NEITHER	2198	447	635	61	**	126	371	**	**	1082	497	1615	583
	72%	66%	78%	45%	**	72%	81%	**	**	73%	78%	69%	82%
		c	ac								a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3062	866	520	173	488	1037	349	1140	1056	2545	513	129	927	1124	1007
Effective Weighted Sample	2573	812	491	161	416	852	290	937	908	2133	436	104	758	949	861
Total	3051	695	772	150	404	1051	341	1152	1050	2543	503	136	895	1134	1017
SWITCHED ONLY	382	74	69	9	52	181	83	168	106	356	25	6	176	127	77
	13%	11%	9%	6%	13%	17%	24%	15%	10%	14%	5%	4%	20%	11%	8%
INITIATED CHANGE ONLY						abc	bcdef	cef	e	cef			bc	c	
	359	67	82	41	64	107	37	171	107	315	44	6	112	153	94
	12%	10%	11%	27%	16%	10%	11%	15%	10%	12%	9%	5%	12%	13%	9%
BOTH SWITCHED AND INITIATED CHANGE				abde	ae			cef		f				c	
	112	8	16	12	17	61	17	62	29	108	4	1	46	48	18
	4%	1%	2%	8%	4%	6%	5%	5%	3%	4%	1%	1%	5%	4%	2%
NEITHER				ab	a	ab	e	ce		e			c	c	
	2198	547	605	88	272	702	205	751	808	1765	430	123	561	807	828
	72%	79%	78%	58%	67%	67%	60%	65%	77%	69%	85%	91%	63%	71%	81%
		cde	cde						abd	a	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3062	1546	1480	920	885	474	749	2521	285	163	93	538	1189	1051	1009	1491
Effective Weighted Sample	2573	1293	1251	785	753	413	642	2108	244	142	78	441	995	901	844	1250
Total	3051	1583	1436	837	870	632	678	2490	296	170	93	543	1211	1026	994	1488
SWITCHED ONLY	382	196	180	90	127	77	85	305	40	26	**	77	145	112	150	148
	13%	12%	13%	11%	15%	12%	12%	12%	14%	15%	**	14%	12%	11%	15% b	10%
INITIATED CHANGE ONLY	359	193	162	127	109	53	65	300	26	22	**	80	134	118	123	174
	12%	12%	11%	15% cd	13%	8%	10%	12%	9%	13%	**	15%	11%	12%	12%	12%
BOTH SWITCHED AND INITIATED CHANGE	112	66	45	51	17	26	17	90	6	14	**	28	45	33	54	40
	4%	4%	3%	6% bd	2%	4%	3%	4%	2%	8% ab	**	5%	4%	3%	5% b	3%
NEITHER	2198	1128	1049	568	617	475	511	1796	224	109	**	359	887	763	667	1126
	72%	71%	73%	68%	71%	75% a	75% a	72%	76% c	64%	**	66%	73% a	74% a	67% a	76% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b	a	b	c
Unweighted total	1854	88	1073	218	943	659	502	151	112	1854	-	1854	-	1110	744	271
Effective Weighted Sample	1563	70	926	178	814	562	429	121	97	1563	-	1563	-	931	632	223
Total	1913	110	1167	239	1039	711	567	139	117	1913	-	1913	-	1118	794	277
SWITCHED IN LAST 12 MONTHS	277	**	130	24	116	89	51	22	18	277	**	277	**	277	-	277
	14%	**	11%	10%	11%	12%	9%	16%	16%	14%	**	14%	**	25% b	-%	100% ab
CURRENTLY LOOKING FOR A NEW DEAL	95	**	41	11	33	27	17	3	2	95	**	95	**	64	31	29
	5%	**	4%	4%	3%	4%	3%	2%	2%	5%	**	5%	**	6%	4%	11% ab
NEITHER	1101	**	1002	207	894	601	500	116	97	1101	**	1101	**	569	532	-
	58%	**	86%	87%	86%	85%	88%	83%	84%	58%	**	58%	**	51% c	67% ac	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	FIXED BROADBAND - SIMPLE			FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1854	271	1150	409	1012	829	592	212	152	273	531	321	483
Effective Weighted Sample	1563	226	987	343	870	699	501	172	128	245	480	282	439
Total	1913	205	1222	335	1093	810	618	177	140	259	725	318	666
SWITCHED IN LAST 12 MONTHS	277	31	139	46	124	115	55	39	26	37	79	44	71
	14%	15%	11%	14%	11%	14%	9%	22%	18%	14%	11%	14%	11%
						b		ab	b				
CURRENTLY LOOKING FOR A NEW DEAL	95	12	44	22	34	31	24	10	6	12	29	16	24
	5%	6%	4%	6%	3%	4%	4%	5%	4%	4%	4%	5%	4%
				b									
NEITHER	1101	45	1004	146	902	581	468	112	97	170	579	212	537
	58%	22%	82%	44%	83%	72%	76%	63%	69%	66%	80%	67%	81%
			a		a		c				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1854	341	463	71	43	126	315	17	13	804	441	1465	389
Effective Weighted Sample	1563	300	408	59	38	111	268	13	12	708	379	1236	327
Total	1913	415	568	74	51	105	277	14	10	984	382	1516	396
SWITCHED IN LAST 12 MONTHS	277	67	49	**	**	15	34	**	**	116	48	236	41
	14%	16%	9%	**	**	14%	12%	**	**	12%	13%	16%	10%
		b										b	
CURRENTLY LOOKING FOR A NEW DEAL	95	23	17	**	**	7	9	**	**	40	17	85	10
	5%	6%	3%	**	**	7%	3%	**	**	4%	4%	6%	2%
NEITHER	1101	294	455	**	**	63	167	**	**	749	230	861	240
	58%	71%	80%	**	**	60%	60%	**	**	76%	60%	57%	60%
			a							b			

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1854	628	436	-	95	695	209	708	645	1562	289	61	566	702	583
Effective Weighted Sample	1563	592	414	-	78	571	179	587	551	1314	246	52	467	596	497
Total	1913	506	652	-	73	681	204	752	665	1622	288	62	560	747	603
SWITCHED IN LAST 12 MONTHS	277	60	70	**	**	138	54	123	85	261	14	**	114	109	52
	14%	12%	11%	**	**	20%	26%	16%	13%	16%	5%	**	20%	15%	9%
						ab	bcde	e	e	e			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	95	16	24	**	**	50	12	47	32	91	4	**	33	47	15
	5%	3%	4%	**	**	7%	6%	6%	5%	6%	1%	**	6%	6%	2%
						a	e	e		e			c	c	
NEITHER	1101	433	562	**	**	89	28	383	454	865	235	**	178	459	463
	58%	85%	86%	**	**	13%	14%	51%	68%	53%	82%	**	32%	61%	77%
		e	e					a	abd	a	abcd			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1854	851	980	557	599	271	402	1518	179	96	61	289	693	702	559	964
Effective Weighted Sample	1563	714	831	479	510	237	344	1276	154	83	51	239	583	601	472	807
Total	1913	912	979	535	596	377	379	1547	191	109	65	305	735	706	575	996
SWITCHED IN LAST 12 MONTHS	277	135	136	67	91	55	61	218	25	**	**	53	105	83	94	121
	14%	15%	14%	13%	15%	15%	16%	14%	13%	**	**	17%	14%	12%	16%	12%
CURRENTLY LOOKING FOR A NEW DEAL	95	46	46	28	20	29	14	73	11	**	**	29	33	28	44	32
	5%	5%	5%	5%	3%	8% b	4%	5%	6%	**	**	10% bc	5%	4%	8% b	3%
NEITHER	1101	567	525	346	342	199	203	891	117	**	**	139	444	428	293	638
	58%	62% b	54%	65% cd	57%	53%	54%	58%	61%	**	**	45%	60% a	61% a	51%	64% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 227

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b	a	b	c
Unweighted total	1854	88	1073	218	943	659	502	151	112	1854	-	1854	-	1110	744	271
Effective Weighted Sample	1563	70	926	178	814	562	429	121	97	1563	-	1563	-	931	632	223
Total	1913	110	1167	239	1039	711	567	139	117	1913	-	1913	-	1118	794	277
SWITCHED ONLY	232	**	113	23	99	76	46	19	17	232	**	232	**	232	-	232
	12%	**	10%	10%	10%	11%	8%	14%	14%	12%	**	12%	**	21% b	-%	84% ab
INITIATED CHANGE ONLY	216	**	137	22	128	87	63	19	15	216	**	216	**	130	86	-
	11%	**	12%	9%	12%	12%	11%	14%	12%	11%	**	11%	**	12% c	11% c	-%
BOTH SWITCHED AND INITIATED CHANGE	45	**	18	1	17	13	5	3	2	45	**	45	**	45	-	45
	2%	**	1%	*%	2%	2%	1%	2%	1%	2%	**	2%	**	4% b	-%	16% ab
NEITHER	1419	**	900	193	795	535	452	99	84	1419	**	1419	**	711	708	-
	74%	**	77%	81%	77%	75%	80%	71%	72%	74%	**	74%	**	64% c	89% ac	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1854	271	1150	409	1012	829	592	212	152	273	531	321	483
Effective Weighted Sample	1563	226	987	343	870	699	501	172	128	245	480	282	439
Total	1913	205	1222	335	1093	810	618	177	140	259	725	318	666
SWITCHED ONLY	232	25	122	39	107	97	49	32	24	33	66	40	59
	12%	12%	10%	12%	10%	12%	8%	18%	17%	13%	9%	13%	9%
								b	b				
INITIATED CHANGE ONLY	216	28	144	38	134	97	74	22	17	27	92	31	88
	11%	13%	12%	11%	12%	12%	12%	13%	12%	11%	13%	10%	13%
BOTH SWITCHED AND INITIATED CHANGE	45	7	17	7	17	18	6	7	2	4	12	4	12
	2%	3%	1%	2%	2%	2%	1%	4%	2%	2%	2%	1%	2%
								b					
NEITHER	1419	146	939	250	835	597	488	116	97	194	554	243	506
	74%	71%	77%	75%	76%	74%	79%	66%	69%	75%	76%	76%	76%
							c						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1854	341	463	71	43	126	315	17	13	804	441	1465	389
Effective Weighted Sample	1563	300	408	59	38	111	268	13	12	708	379	1236	327
Total	1913	415	568	74	51	105	277	14	10	984	382	1516	396
SWITCHED ONLY	232	56	43	**	**	11	31	**	**	99	42	198	33
	12%	14%	8%	**	**	10%	11%	**	**	10%	11%	13%	8%
		b											
INITIATED CHANGE ONLY	216	48	71	**	**	17	34	**	**	119	51	177	40
	11%	12%	12%	**	**	16%	12%	**	**	12%	13%	12%	10%
BOTH SWITCHED AND INITIATED CHANGE	45	10	6	**	**	4	2	**	**	17	6	38	7
	2%	3%	1%	**	**	4%	1%	**	**	2%	2%	2%	2%
NEITHER	1419	301	448	**	**	74	209	**	**	749	283	1103	316
	74%	72%	79%	**	**	70%	76%	**	**	76%	74%	73%	80%
												a	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1854	628	436	-	95	695	209	708	645	1562	289	61	566	702	583
Effective Weighted Sample	1563	592	414	-	78	571	179	587	551	1314	246	52	467	596	497
Total	1913	506	652	-	73	681	204	752	665	1622	288	62	560	747	603
SWITCHED ONLY	232	55	58	**	**	110	45	101	69	216	14	**	99	87	45
	12%	11%	9%	**	**	16%	22%	13%	10%	13%	5%	**	18%	12%	7%
						ab	bcde	e	e	e			bc		
INITIATED CHANGE ONLY	216	57	76	**	**	68	15	111	63	189	27	**	68	96	52
	11%	11%	12%	**	**	10%	7%	15%	9%	12%	9%	**	12%	13%	9%
								ac							
BOTH SWITCHED AND INITIATED CHANGE	45	5	12	**	**	28	8	21	16	45	-	**	15	23	7
	2%	1%	2%	**	**	4%	4%	3%	2%	3%	-%	**	3%	3%	1%
						a	e	e	e	e					
NEITHER	1419	389	506	**	**	476	135	519	517	1171	246	**	377	542	499
	74%	77%	78%	**	**	70%	66%	69%	78%	72%	86%	**	67%	73%	83%
		e	e						abd		abcd				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1854	851	980	557	599	271	402	1518	179	96	61	289	693	702	559	964
Effective Weighted Sample	1563	714	831	479	510	237	344	1276	154	83	51	239	583	601	472	807
Total	1913	912	979	535	596	377	379	1547	191	109	65	305	735	706	575	996
SWITCHED ONLY	232	109	118	48	84	44	53	182	24	**	**	43	89	68	78	100
	12%	12%	12%	9%	14%	12%	14%	12%	13%	**	**	14%	12%	10%	14%	10%
				a												
INITIATED CHANGE ONLY	216	105	109	78	71	20	43	182	16	**	**	44	79	80	70	118
	11%	11%	11%	15%	12%	5%	11%	12%	8%	**	**	14%	11%	11%	12%	12%
				c	c		c									
BOTH SWITCHED AND INITIATED CHANGE	45	26	18	19	7	11	8	36	1	**	**	11	16	15	16	21
	2%	3%	2%	4%	1%	3%	2%	2%	1%	**	**	3%	2%	2%	3%	2%
				b												
NEITHER	1419	672	733	390	434	301	275	1148	150	**	**	208	550	543	411	757
	74%	74%	75%	73%	73%	80%	73%	74%	78%	**	**	68%	75%	77%	72%	76%
														a		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b	a	b	c
Unweighted total	1854	88	1073	218	943	659	502	151	112	1854	-	1854	-	1110	744	271
Effective Weighted Sample	1563	70	926	178	814	562	429	121	97	1563	-	1563	-	931	632	223
Total	1913	110	1167	239	1039	711	567	139	117	1913	-	1913	-	1118	794	277
Received a discount	158	**	102	15	95	66	44	13	11	158	**	158	**	104	54	29
	8%	**	9%	6%	9%	9%	8%	9%	9%	8%	**	8%	**	9%	7%	10%
Added extra or improved services	105	**	56	8	52	40	20	9	5	105	**	105	**	74	31	18
	6%	**	5%	3%	5%	6%	4%	6%	5%	6%	**	6%	**	7%	4%	6%
Reduced or downgraded services	47	**	25	5	22	16	11	4	3	47	**	47	**	32	15	7
	2%	**	2%	2%	2%	2%	2%	3%	2%	2%	**	2%	**	3%	2%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	262	**	155	23	145	100	68	21	16	262	**	262	**	176	86	45
	14%	**	13%	10%	14%	14%	12%	15%	14%	14%	**	14%	**	16% b	11%	16%
ALL 3 CHANGES	2	**	2	*	2	2	-	-	-	2	**	2	**	2	-	*
	*%	**	*%	*%	*%	*%	-%	-%	-%	*%	**	*%	**	*%	-%	*%
DISCOUNT AND EXTRA SERVICES	26	**	13	2	12	11	4	2	2	26	**	26	**	16	10	4
	1%	**	1%	1%	1%	1%	1%	2%	1%	1%	**	1%	**	1%	1%	2%
DISCOUNT AND REDUCED SERVICES	10	**	9	2	7	6	4	1	1	10	**	10	**	6	4	1
	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	**	1%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	8	**	2	-	2	2	-	*	-	8	**	8	**	8	-	3
	*%	**	*%	-%	*%	*%	-%	*%	-%	*%	**	*%	**	1%	-%	1% b
DISCOUNT ONLY	120	**	78	10	74	48	37	9	8	120	**	120	**	79	41	23
	6%	**	7%	4%	7%	7%	6%	6%	7%	6%	**	6%	**	7%	5%	8%
EXTRA SERVICES ONLY	69	**	39	5	37	26	16	6	4	69	**	69	**	48	21	11
	4%	**	3%	2%	4%	4%	3%	4%	3%	4%	**	4%	**	4%	3%	4%
REDUCED SERVICES ONLY	27	**	12	3	11	6	8	2	2	27	**	27	**	16	11	4
	1%	**	1%	1%	1%	1%	1%	2%	1%	1%	**	1%	**	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b	a	b	c
Unweighted total	1854	88	1073	218	943	659	502	151	112	1854	-	1854	-	1110	744	271
Effective Weighted Sample	1563	70	926	178	814	562	429	121	97	1563	-	1563	-	931	632	223
Total	1913	110	1167	239	1039	711	567	139	117	1913	-	1913	-	1118	794	277
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1651	**	1012	216	894	611	499	118	100	1651	**	1651	**	943	708	232
	86%	**	87%	90%	86%	86%	88%	85%	86%	86%	**	86%	**	84%	89%	84%
															a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1854	271	1150	409	1012	829	592	212	152	273	531	321	483
Effective Weighted Sample	1563	226	987	343	870	699	501	172	128	245	480	282	439
Total	1913	205	1222	335	1093	810	618	177	140	259	725	318	666
Received a discount	158	17	108	24	100	75	49	15	12	18	69	20	67
	8%	8%	9%	7%	9%	9%	8%	9%	9%	7%	10%	6%	10%
Added extra or improved services	105	20	56	24	52	45	31	15	7	17	35	18	34
	6%	10%	5%	7%	5%	6%	5%	8%	5%	7%	5%	6%	5%
Reduced or downgraded services	47	8	24	11	21	20	13	6	3	6	17	6	17
	2%	4%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	262	34	162	45	151	115	80	29	20	32	104	35	101
	14%	17%	13%	14%	14%	14%	13%	17%	14%	12%	14%	11%	15%
ALL 3 CHANGES	2	-	2	*	2	2	-	*	-	*	2	*	2
	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	26	6	13	6	12	11	8	3	1	6	8	6	8
	1%	3%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%
DISCOUNT AND REDUCED SERVICES	10	1	9	3	7	7	3	1	1	1	4	1	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	8	4	-	4	-	3	1	2	-	3	2	3	2
	*%	2%	-%	1%	-%	*%	*%	1%	-%	1%	*%	1%	*%
DISCOUNT ONLY	120	10	84	15	79	56	38	11	10	11	56	13	53
	6%	5%	7%	4%	7%	7%	6%	6%	7%	4%	8%	4%	8%
EXTRA SERVICES ONLY	69	10	41	13	38	29	22	9	6	9	23	10	22
	4%	5%	3%	4%	3%	4%	4%	5%	4%	3%	3%	3%	3%
REDUCED SERVICES ONLY	27	3	13	4	12	8	8	2	2	2	10	2	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1854	271	1150	409	1012	829	592	212	152	273	531	321	483
Effective Weighted Sample	1563	226	987	343	870	699	501	172	128	245	480	282	439
Total	1913	205	1222	335	1093	810	618	177	140	259	725	318	666
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1651	171	1061	289	942	694	537	148	121	227	621	283	565
	86%	83%	87%	86%	86%	86%	87%	83%	86%	88%	86%	89%	85%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	1854	341	463	71	43	126	315	17	13	804	441	1465	389
Effective Weighted Sample	1563	300	408	59	38	111	268	13	12	708	379	1236	327
Total	1913	415	568	74	51	105	277	14	10	984	382	1516	396
Received a discount	158	36	51	**	**	12	18	**	**	87	30	125	33
	8%	9%	9%	**	**	11%	7%	**	**	9%	8%	8%	8%
Added extra or improved services	105	29	23	**	**	9	13	**	**	53	22	95	11
	6%	7%	4%	**	**	9%	5%	**	**	5%	6%	6% b	3%
Reduced or downgraded services	47	11	12	**	**	5	10	**	**	23	15	36	11
	2%	3%	2%	**	**	5%	4%	**	**	2%	4%	2%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	262	58	77	**	**	21	36	**	**	136	57	214	47
	14%	14%	14%	**	**	20%	13%	**	**	14%	15%	14%	12%
ALL 3 CHANGES	2	2	-	**	**	-	-	**	**	2	-	2	-
	*%	*%	-%	**	**	-%	-%	**	**	*%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	26	7	6	**	**	3	2	**	**	14	5	22	4
	1%	2%	1%	**	**	3%	1%	**	**	1%	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	10	3	2	**	**	3	2	**	**	5	5	7	4
	1%	1%	*%	**	**	3%	1%	**	**	*%	1%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	8	5	-	**	**	-	1	**	**	5	1	8	-
	*%	1%	-%	**	**	-%	*%	**	**	1%	*%	1%	-%
DISCOUNT ONLY	120	25	42	**	**	6	14	**	**	67	20	94	26
	6%	6%	7%	**	**	6%	5%	**	**	7%	5%	6%	6%
EXTRA SERVICES ONLY	69	15	17	**	**	6	10	**	**	32	16	63	6
	4%	4%	3%	**	**	6%	4%	**	**	3%	4%	4%	2%
REDUCED SERVICES ONLY	27	2	10	**	**	2	7	**	**	12	10	19	8
	1%	*%	2%	**	**	2%	3%	**	**	1%	3%	1%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1854	341	463	71	43	126	315	17	13	804	441	1465	389
Effective Weighted Sample	1563	300	408	59	38	111	268	13	12	708	379	1236	327
Total	1913	415	568	74	51	105	277	14	10	984	382	1516	396
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1651	357	491	**	**	85	240	**	**	848	325	1302	349
	86%	86%	86%	**	**	80%	87%	**	**	86%	85%	86%	88%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1854	628	436	-	95	695	209	708	645	1562	289	61	566	702	583
Effective Weighted Sample	1563	592	414	-	78	571	179	587	551	1314	246	52	467	596	497
Total	1913	506	652	-	73	681	204	752	665	1622	288	62	560	747	603
Received a discount	158	39	63	**	**	50	9	76	56	141	17	**	44	77	38
	8%	8%	10%	**	**	7%	5%	10%	8%	9%	6%	**	8%	10%	6%
Added extra or improved services	105	23	31	**	**	47	12	58	24	95	11	**	39	45	21
	6%	4%	5%	**	**	7%	6%	8%	4%	6%	4%	**	7%	6%	4%
								c					c		
Reduced or downgraded services	47	11	10	**	**	18	5	26	14	45	2	**	17	24	6
	2%	2%	1%	**	**	3%	2%	4%	2%	3%	1%	**	3%	3%	1%
														c	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	262	62	89	**	**	96	23	133	79	234	27	**	83	119	60
	14%	12%	14%	**	**	14%	11%	18%	12%	14%	9%	**	15%	16%	10%
								ce						c	
ALL 3 CHANGES	2	*	2	**	**	-	-	*	2	2	-	**	-	2	-
	*%	*%	*%	**	**	-%	-%	*%	*%	*%	-%	**	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	26	5	8	**	**	13	1	16	7	24	2	**	7	14	5
	1%	1%	1%	**	**	2%	1%	2%	1%	2%	1%	**	1%	2%	1%
DISCOUNT AND REDUCED SERVICES	10	5	4	**	**	1	-	5	5	10	-	**	3	7	1
	1%	1%	1%	**	**	*%	-%	1%	1%	1%	-%	**	1%	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	8	-	-	**	**	6	2	6	-	8	-	**	6	2	-
	*%	-%	-%	**	**	1%	1%	1%	-%	*%	-%	**	1%	*%	-%
													c		
DISCOUNT ONLY	120	28	50	**	**	36	8	55	42	105	15	**	33	54	32
	6%	6%	8%	**	**	5%	4%	7%	6%	6%	5%	**	6%	7%	5%
EXTRA SERVICES ONLY	69	17	22	**	**	28	9	36	15	60	9	**	25	27	16
	4%	3%	3%	**	**	4%	4%	5%	2%	4%	3%	**	5%	4%	3%
REDUCED SERVICES ONLY	27	6	4	**	**	11	4	15	7	25	2	**	8	14	5
	1%	1%	1%	**	**	2%	2%	2%	1%	2%	1%	**	1%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1854	628	436	-	95	695	209	708	645	1562	289	61	566	702	583
Effective Weighted Sample	1563	592	414	-	78	571	179	587	551	1314	246	52	467	596	497
Total	1913	506	652	-	73	681	204	752	665	1622	288	62	560	747	603
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1651	444	563	**	**	586	181	620	586	1387	261	**	477	628	543
	86%	88%	86%	**	**	86%	89%	82%	88%	86%	91%	**	85%	84%	90%
									b		b				b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1854	851	980	557	599	271	402	1518	179	96	61	289	693	702	559	964
Effective Weighted Sample	1563	714	831	479	510	237	344	1276	154	83	51	239	583	601	472	807
Total	1913	912	979	535	596	377	379	1547	191	109	65	305	735	706	575	996
Received a discount	158	83	75	54	47	21	34	132	8	**	**	35	59	53	50	82
	8%	9%	8%	10%	8%	6%	9%	9%	4%	**	**	11%	8%	8%	9%	8%
Added extra or improved services	105	51	54	47	34	9	14	93	8	**	**	20	35	43	35	59
	6%	6%	5%	9%	6%	2%	4%	6%	4%	**	**	7%	5%	6%	6%	6%
				cd												
Reduced or downgraded services	47	23	22	9	19	5	14	37	3	**	**	11	22	11	19	25
	2%	2%	2%	2%	3%	1%	4%	2%	1%	**	**	4%	3%	2%	3%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	262	131	128	97	79	31	51	218	17	**	**	54	95	95	85	139
	14%	14%	13%	18%	13%	8%	14%	14%	9%	**	**	18%	13%	13%	15%	14%
				c												
ALL 3 CHANGES	2	2	-	*	2	-	-	2	-	**	**	2	*	-	-	2
	*%	*%	-%	*%	*%	-%	-%	*%	-%	**	**	1%	*%	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	26	16	11	8	11	4	3	24	1	**	**	7	11	7	12	13
	1%	2%	1%	1%	2%	1%	1%	2%	*%	**	**	2%	2%	1%	2%	1%
DISCOUNT AND REDUCED SERVICES	10	4	6	3	4	-	3	9	1	**	**	1	4	4	2	6
	1%	*%	1%	1%	1%	-%	1%	1%	*%	**	**	*%	1%	1%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	8	1	7	1	2	-	5	7	-	**	**	2	5	2	5	3
	*%	*%	1%	*%	*%	-%	1%	*%	-%	**	**	1%	1%	*%	1%	*%
DISCOUNT ONLY	120	61	59	42	30	17	28	97	7	**	**	26	43	42	36	61
	6%	7%	6%	8%	5%	5%	7%	6%	4%	**	**	9%	6%	6%	6%	6%
EXTRA SERVICES ONLY	69	32	36	38	18	5	6	60	7	**	**	10	19	35	18	40
	4%	3%	4%	7%	3%	1%	2%	4%	4%	**	**	3%	3%	5%	3%	4%
				bcd												

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1854	851	980	557	599	271	402	1518	179	96	61	289	693	702	559	964
Effective Weighted Sample	1563	714	831	479	510	237	344	1276	154	83	51	239	583	601	472	807
Total	1913	912	979	535	596	377	379	1547	191	109	65	305	735	706	575	996
REDUCED SERVICES ONLY	27	15	9	4	11	5	6	18	2	**	**	7	13	5	12	14
	1%	2%	1%	1%	2%	1%	2%	1%	1%	**	**	2%	2%	1%	2%	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1651	781	851	438	518	345	327	1330	174	**	**	251	639	611	489	857
	86%	86%	87%	82%	87%	92%	86%	86%	91%	**	**	82%	87%	87%	85%	86%
						a										

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b	a	b	c
Unweighted total	1854	88	1073	218	943	659	502	151	112	1854	-	1854	-	1110	744	271
Effective Weighted Sample	1563	70	926	178	814	562	429	121	97	1563	-	1563	-	931	632	223
Total	1913	110	1167	239	1039	711	567	139	117	1913	-	1913	-	1118	794	277
Received a discount	88	**	48	11	39	35	15	5	2	88	**	88	**	66	22	20
	5%	**	4%	5%	4%	5%	3%	4%	2%	5%	**	5%	**	6% b	3%	7% b
Added extra or improved services	57	**	18	7	17	15	8	2	2	57	**	57	**	40	17	21
	3%	**	2%	3%	2%	2%	2%	1%	1%	3%	**	3%	**	4%	2%	8% ab
Reduced or downgraded services	13	**	4	2	2	4	-	1	1	13	**	13	**	10	3	4
	1%	**	*%	1%	*%	1%	-%	1%	1%	1%	**	1%	**	1%	*%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	140	**	63	18	52	50	21	7	4	140	**	140	**	101	39	40
	7%	**	5%	7%	5%	7%	4%	5%	4%	7%	**	7%	**	9% b	5%	14% b
ALL 3 CHANGES	2	**	-	-	-	-	-	-	-	2	**	2	**	2	-	-
	*%	**	-%	-%	-%	-%	-%	-%	-%	*%	**	*%	**	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	9	**	5	1	4	2	3	-	-	9	**	9	**	7	2	1
	*%	**	*%	*%	*%	*%	*%	-%	-%	*%	**	*%	**	1%	*%	1%
DISCOUNT AND REDUCED SERVICES	2	**	1	1	1	2	-	-	-	2	**	2	**	2	-	1
	*%	**	*%	*%	*%	*%	-%	-%	-%	*%	**	*%	**	*%	-%	1%
EXTRA SERVICES AND REDUCED SERVICES	2	**	1	-	1	1	-	1	1	2	**	2	**	2	-	2
	*%	**	*%	-%	*%	*%	-%	1%	1%	*%	**	*%	**	*%	-%	1%
DISCOUNT ONLY	75	**	42	9	34	31	12	5	2	75	**	75	**	55	19	17
	4%	**	4%	4%	3%	4%	2%	4%	2%	4%	**	4%	**	5% b	2%	6% b
EXTRA SERVICES ONLY	44	**	13	6	12	13	6	1	1	44	**	44	**	29	15	18
	2%	**	1%	2%	1%	2%	1%	1%	1%	2%	**	2%	**	3%	2%	6% ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b	a	b	c
Unweighted total	1854	88	1073	218	943	659	502	151	112	1854	-	1854	-	1110	744	271
Effective Weighted Sample	1563	70	926	178	814	562	429	121	97	1563	-	1563	-	931	632	223
Total	1913	110	1167	239	1039	711	567	139	117	1913	-	1913	-	1118	794	277
REDUCED SERVICES ONLY	7	**	1	1	-	1	-	-	-	7	**	7	**	4	3	-
	*%	**	*%	*%	-%	*%	-%	-%	-%	*%	**	*%	**	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1772	**	1104	221	986	661	546	133	112	1772	**	1772	**	1017	755	237
	93%	**	95%	93%	95%	93%	96%	95%	96%	93%	**	93%	**	91%	95%	86%
															ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1854	271	1150	409	1012	829	592	212	152	273	531	321	483
Effective Weighted Sample	1563	226	987	343	870	699	501	172	128	245	480	282	439
Total	1913	205	1222	335	1093	810	618	177	140	259	725	318	666
Received a discount	88	6	48	15	39	33	21	7	4	10	25	16	20
	5%	3%	4%	4%	4%	4%	3%	4%	3%	4%	3%	5%	3%
Added extra or improved services	57	3	19	3	19	18	5	2	2	9	9	10	8
	3%	2%	2%	1%	2%	2%	1%	1%	1%	4%	1%	3%	1%
Reduced or downgraded services	13	1	4	3	3	5	-	1	1	3	2	3	2
	1%	1%	*%	1%	*%	1%	-%	1%	1%	1%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	140	9	65	19	54	50	23	9	6	19	31	24	26
	7%	4%	5%	6%	5%	6%	4%	5%	4%	7%	4%	8%	4%
ALL 3 CHANGES	2	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	9	1	4	1	4	3	2	1	-	1	3	2	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	2	1	1	1	1	2	-	-	-	1	1	1	1
	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	-	1	-	1	1	-	1	1	1	-	1	-
	*%	-%	*%	-%	*%	*%	-%	1%	1%	*%	-%	*%	-%
DISCOUNT ONLY	75	4	43	13	34	28	19	7	4	8	21	12	16
	4%	2%	4%	4%	3%	4%	3%	4%	3%	3%	3%	4%	2%
EXTRA SERVICES ONLY	44	2	14	3	14	14	2	1	1	7	6	7	6
	2%	1%	1%	1%	1%	2%	*%	*%	*%	3%	1%	2%	1%
REDUCED SERVICES ONLY	7	*	2	2	*	2	-	-	-	1	*	1	*
	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1854	271	1150	409	1012	829	592	212	152	273	531	321	483
Effective Weighted Sample	1563	226	987	343	870	699	501	172	128	245	480	282	439
Total	1913	205	1222	335	1093	810	618	177	140	259	725	318	666
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1772	197	1157	315	1038	759	595	168	134	240	693	293	640
	93%	96%	95%	94%	95%	94%	96%	95%	96%	93%	96%	92%	96%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	1854	341	463	71	43	126	315	17	13	804	441	1465	389
Effective Weighted Sample	1563	300	408	59	38	111	268	13	12	708	379	1236	327
Total	1913	415	568	74	51	105	277	14	10	984	382	1516	396
Received a discount	88	15	20	**	**	4	12	**	**	35	16	78	10
	5%	4%	4%	**	**	4%	4%	**	**	4%	4%	5%	3%
Added extra or improved services	57	10	8	**	**	3	6	**	**	18	9	51	5
	3%	2%	1%	**	**	3%	2%	**	**	2%	2%	3%	1%
Reduced or downgraded services	13	3	1	**	**	-	3	**	**	5	3	10	2
	1%	1%	*%	**	**	-%	1%	**	**	*%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	140	24	27	**	**	7	21	**	**	50	27	124	17
	7%	6%	5%	**	**	6%	7%	**	**	5%	7%	8% b	4%
ALL 3 CHANGES	2	-	-	**	**	-	-	**	**	-	-	2	-
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	9	3	1	**	**	-	1	**	**	5	1	8	1
	*%	1%	*%	**	**	-%	*%	**	**	*%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	2	1	1	**	**	-	-	**	**	2	-	2	-
	*%	*%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	1	-	**	**	-	-	**	**	1	-	2	-
	*%	*%	-%	**	**	-%	-%	**	**	*%	-%	*%	-%
DISCOUNT ONLY	75	11	18	**	**	4	11	**	**	28	15	66	9
	4%	3%	3%	**	**	4%	4%	**	**	3%	4%	4%	2%
EXTRA SERVICES ONLY	44	6	6	**	**	3	5	**	**	12	8	40	4
	2%	1%	1%	**	**	3%	2%	**	**	1%	2%	3%	1%
REDUCED SERVICES ONLY	7	2	-	**	**	-	3	**	**	2	3	4	2
	*%	*%	-%	**	**	-%	1%	**	**	*%	1%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1854	341	463	71	43	126	315	17	13	804	441	1465	389
Effective Weighted Sample	1563	300	408	59	38	111	268	13	12	708	379	1236	327
Total	1913	415	568	74	51	105	277	14	10	984	382	1516	396
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1772	392	541	**	**	99	256	**	**	933	355	1393	380
	93%	94%	95%	**	**	94%	93%	**	**	95%	93%	92%	96% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	SIMPLE BUNDLE TYPE						AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1854	628	436	-	95	695	209	708	645	1562	289	61	566	702	583
Effective Weighted Sample	1563	592	414	-	78	571	179	587	551	1314	246	52	467	596	497
Total	1913	506	652	-	73	681	204	752	665	1622	288	62	560	747	603
Received a discount	88	24	24	**	**	39	12	37	30	79	9	**	38	25	25
	5%	5%	4%	**	**	6%	6%	5%	5%	5%	3%	**	7%	3%	4%
													b		
Added extra or improved services	57	11	7	**	**	37	10	27	15	52	5	**	26	24	7
	3%	2%	1%	**	**	5%	5%	4%	2%	3%	2%	**	5%	3%	1%
						ab							c		
Reduced or downgraded services	13	2	1	**	**	9	2	7	4	13	-	**	5	5	3
	1%	*%	*%	**	**	1%	1%	1%	1%	1%	-%	**	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	140	34	28	**	**	75	21	61	45	127	14	**	59	48	33
	7%	7%	4%	**	**	11%	10%	8%	7%	8%	5%	**	10%	6%	6%
						ab							c		
ALL 3 CHANGES	2	-	-	**	**	2	-	2	-	2	-	**	2	-	-
	*%	-%	-%	**	**	*%	-%	*%	-%	*%	-%	**	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	9	1	2	**	**	4	3	4	2	9	-	**	6	3	-
	*%	*%	*%	**	**	1%	2%	1%	*%	1%	-%	**	1%	*%	-%
DISCOUNT AND REDUCED SERVICES	2	-	1	**	**	1	-	1	1	2	-	**	1	-	1
	*%	-%	*%	**	**	*%	-%	*%	*%	*%	-%	**	*%	-%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	1	-	**	**	1	-	1	1	2	-	**	-	2	-
	*%	*%	-%	**	**	*%	-%	*%	*%	*%	-%	**	-%	*%	-%
DISCOUNT ONLY	75	22	20	**	**	32	9	30	27	66	9	**	29	22	23
	4%	4%	3%	**	**	5%	4%	4%	4%	4%	3%	**	5%	3%	4%
EXTRA SERVICES ONLY	44	8	4	**	**	29	7	20	12	39	5	**	18	19	7
	2%	2%	1%	**	**	4%	3%	3%	2%	2%	2%	**	3%	2%	1%
						ab									
REDUCED SERVICES ONLY	7	1	-	**	**	5	2	3	2	7	-	**	2	2	2
	*%	*%	-%	**	**	1%	1%	*%	*%	*%	-%	**	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1854	628	436	-	95	695	209	708	645	1562	289	61	566	702	583
Effective Weighted Sample	1563	592	414	-	78	571	179	587	551	1314	246	52	467	596	497
Total	1913	506	652	-	73	681	204	752	665	1622	288	62	560	747	603
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1772	472	624	**	**	607	183	692	620	1495	274	**	501	699	569
	93%	93%	96%	**	**	89%	90%	92%	93%	92%	95%	**	90%	94%	94%
		e	e												a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1854	851	980	557	599	271	402	1518	179	96	61	289	693	702	559	964
Effective Weighted Sample	1563	714	831	479	510	237	344	1276	154	83	51	239	583	601	472	807
Total	1913	912	979	535	596	377	379	1547	191	109	65	305	735	706	575	996
Received a discount	88	44	43	26	29	18	14	70	12	**	**	16	41	24	44	27
	5%	5%	4%	5%	5%	5%	4%	5%	6%	**	**	5%	6%	3%	8% b	3%
Added extra or improved services	57	25	30	15	15	12	13	41	2	**	**	12	23	17	24	22
	3%	3%	3%	3%	3%	3%	3%	3%	1%	**	**	4%	3%	2%	4%	2%
Reduced or downgraded services	13	6	7	4	5	2	1	8	4	**	**	4	2	6	7	4
	1%	1%	1%	1%	1%	1%	*%	1%	2%	**	**	1%	*%	1%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	140	67	71	40	44	29	25	106	15	**	**	28	60	41	65	48
	7%	7%	7%	8%	7%	8%	7%	7%	8%	**	**	9%	8%	6%	11% b	5%
ALL 3 CHANGES	2	2	-	-	-	2	-	2	-	**	**	-	2	-	2	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	**	**	-%	*%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	9	2	8	4	3	-	3	8	1	**	**	3	3	3	5	2
	*%	*%	1%	1%	*%	-%	1%	1%	1%	**	**	1%	*%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	2	2	-	1	1	-	-	1	1	**	**	-	-	2	-	1
	*%	*%	-%	*%	*%	-%	-%	*%	1%	**	**	-%	-%	*%	-%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	1	1	1	1	-	-	1	-	**	**	1	-	1	2	-
	*%	*%	*%	*%	*%	-%	-%	*%	-%	**	**	*%	-%	*%	*%	-%
DISCOUNT ONLY	75	38	35	22	25	17	11	59	9	**	**	13	37	19	37	23
	4%	4%	4%	4%	4%	4%	3%	4%	5%	**	**	4%	5%	3%	6% b	2%
EXTRA SERVICES ONLY	44	21	22	11	11	11	10	30	1	**	**	8	19	12	16	19
	2%	2%	2%	2%	2%	3%	3%	2%	1%	**	**	2%	3%	2%	3%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1854	851	980	557	599	271	402	1518	179	96	61	289	693	702	559	964
Effective Weighted Sample	1563	714	831	479	510	237	344	1276	154	83	51	239	583	601	472	807
Total	1913	912	979	535	596	377	379	1547	191	109	65	305	735	706	575	996
REDUCED SERVICES ONLY	7	1	5	3	2	*	1	4	2	**	**	3	*	3	3	2
	*%	*%	1%	*%	*%	*%	*%	*%	1%	**	**	1%	*%	*%	1%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1772	845	907	495	553	347	353	1441	176	**	**	277	674	665	510	948
	93%	93%	93%	92%	93%	92%	93%	93%	92%	**	**	91%	92%	94%	89%	95% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2602	127	1867	365	1629	1157	837	269	171	1847	503	2018	332	1467	883	333
Effective Weighted Sample	2203	113	1608	319	1403	986	733	206	151	1546	455	1695	300	1238	751	269
Total	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
SWITCHED IN LAST 12 MONTHS	316	14	202	36	180	192	24	163	132	229	46	247	28	198	77	83
	13%	12%	11%	11%	11%	17% b	3%	77% ab	78% ab	13%	11%	13%	10%	15% b	9%	29% ab
CURRENTLY LOOKING FOR A NEW DEAL	156	12	103	26	89	88	28	24	11	110	29	114	25	96	43	35
	6%	11%	5%	8%	5%	8% b	3%	11% b	6%	6%	7%	6%	9%	7%	5%	12% ab
NEITHER	2032	93	1612	285	1420	884	821	41	33	1496	360	1619	237	1084	772	192
	82%	82%	85%	84%	85%	77% cd	94% acd	19%	19%	83%	84%	83%	84%	80% c	87% ac	66%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

	FIXED BROADBAND -												
	FIXED BROADBAND - SIMPLE		REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	379	938	488	829
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	344	807	430	718
Total	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003
SWITCHED IN LAST 12 MONTHS	316	88	228	115	201	316	-	316	219	59	107	72	94
	13%	21%	11%	17%	11%	23%	-%	100%	100%	17%	10%	15%	9%
		b		b		b		ab	ab	b		b	
CURRENTLY LOOKING FOR A NEW DEAL	156	40	116	55	101	119	38	41	13	24	66	31	60
	6%	10%	6%	8%	6%	9%	4%	13%	6%	7%	6%	7%	6%
		b		b		b		abd					
NEITHER	2032	300	1732	512	1520	996	1036	-	-	278	957	373	862
	82%	73%	84%	77%	84%	72%	96%	-%	-%	79%	86%	80%	86%
			a		a	cd	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2602	616	701	151	73	201	469	40	27	1317	670	1990	612
Effective Weighted Sample	2203	515	616	112	61	186	441	36	25	1131	627	1675	531
Total	2463	664	803	121	73	159	383	29	21	1467	541	1908	555
SWITCHED IN LAST 12 MONTHS	316	118	48	84	**	25	40	**	**	166	64	279	37
	13%	18%	6%	70%	**	16%	10%	**	**	11%	12%	15%	7%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	156	61	30	17	**	13	15	**	**	90	27	132	24
	6%	9%	4%	14%	**	8%	4%	**	**	6%	5%	7%	4%
		b		b									
NEITHER	2032	505	730	34	**	123	330	**	**	1235	453	1533	499
	82%	76%	91%	28%	**	78%	86%	**	**	84%	84%	80%	90%
		c	ac				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2602	933	549	173	478	491	138	957	990	2085	510	131	612	997	986
Effective Weighted Sample	2203	874	518	161	417	414	114	781	856	1747	452	115	493	840	865
Total	2463	749	813	150	381	393	112	921	952	1985	471	121	539	966	951
SWITCHED IN LAST 12 MONTHS	316	107	70	6	56	83	33	156	88	277	38	13	115	124	76
	13%	14%	9%	4%	15%	21%	29%	17%	9%	14%	8%	10%	21%	13%	8%
		bc			bc	abcd	bcdef	ce		ce			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	156	39	47	7	29	35	15	72	50	136	19	2	47	73	35
	6%	5%	6%	4%	8%	9%	13%	8%	5%	7%	4%	2%	9%	8%	4%
						a	cdef	e					c	c	
NEITHER	2032	612	705	138	304	289	71	719	820	1609	417	107	394	789	844
	82%	82%	87%	92%	80%	74%	63%	78%	86%	81%	89%	89%	73%	82%	89%
		e	de	ade				a	abd	a	abd	ab		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1360	1216	783	762	404	630	2143	233	140	86	421	1048	889	781	1374
Effective Weighted Sample	2203	1144	1039	681	655	351	553	1809	197	125	73	353	881	762	657	1168
Total	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
SWITCHED IN LAST 12 MONTHS	316	184	129	88	94	75	58	262	25	19	**	61	124	107	104	135
	13%	14%	12%	13%	13%	14%	11%	13%	11%	14%	**	16%	12%	13%	15% b	10%
CURRENTLY LOOKING FOR A NEW DEAL	156	88	67	60	38	33	23	126	9	13	**	28	59	53	55	67
	6%	7%	6%	9% bd	5%	6%	4%	6%	4%	10%	**	7%	6%	6%	8%	5%
NEITHER	2032	1079	935	554	595	417	447	1652	206	111	**	310	858	687	574	1132
	82%	81%	84%	81%	83%	81%	86%	82%	86%	80%	**	79%	84%	82%	80%	85% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2602	127	1867	365	1629	1157	837	269	171	1847	503	2018	332	1467	883	333
Effective Weighted Sample	2203	113	1608	319	1403	986	733	206	151	1546	455	1695	300	1238	751	269
Total	2463	114	1897	339	1672	1141	870	212	170	1809	427	1954	282	1348	888	290
SWITCHED IN LAST 12 MONTHS	219	9	158	26	142	151	17	132	127	166	30	180	15	136	60	49
	9%	8%	8%	8%	8%	13% b	2%	62% ab	75% abc	9%	7%	9%	5%	10% b	7%	17% ab
CURRENTLY LOOKING FOR A NEW DEAL	156	12	103	26	89	88	28	24	11	110	29	114	25	96	43	35
	6%	11%	5%	8%	5%	8% b	3%	11% b	6%	6%	7%	6%	9%	7%	5%	12% ab
NEITHER	2101	95	1643	290	1448	910	828	61	35	1544	370	1669	244	1126	787	211
	85%	84%	87%	86%	87%	80% cd	95% acd	29%	21%	85%	87%	85%	86%	84% c	89% ac	73%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2602	526	2076	813	1789	1502	1100	402	242	379	938	488	829
Effective Weighted Sample	2203	440	1777	686	1533	1267	937	323	209	344	807	430	718
Total	2463	411	2052	663	1800	1389	1074	316	219	350	1117	464	1003
SWITCHED IN LAST 12 MONTHS	219	48	171	68	151	219	-	219	219	42	74	52	64
	9%	12%	8%	10%	8%	16%	-%	69%	100%	12%	7%	11%	6%
						b		ab	abc	b		b	
CURRENTLY LOOKING FOR A NEW DEAL	156	40	116	55	101	119	38	41	13	24	66	31	60
	6%	10%	6%	8%	6%	9%	4%	13%	6%	7%	6%	7%	6%
		b		b		b		abd					
NEITHER	2101	327	1774	545	1556	1065	1036	70	-	288	981	386	884
	85%	80%	86%	82%	86%	77%	96%	22%	-%	82%	88%	83%	88%
			a		a	cd	acd	d					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2602	616	701	151	73	201	469	40	27	1317	670	1990	612
Effective Weighted Sample	2203	515	616	112	61	186	441	36	25	1131	627	1675	531
Total	2463	664	803	121	73	159	383	29	21	1467	541	1908	555
SWITCHED IN LAST 12 MONTHS	219	73	43	48	**	21	31	**	**	116	52	189	30
	9%	11%	5%	40%	**	13%	8%	**	**	8%	10%	10%	5%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	156	61	30	17	**	13	15	**	**	90	27	132	24
	6%	9%	4%	14%	**	8%	4%	**	**	6%	5%	7%	4%
		b		b									
NEITHER	2101	534	735	56	**	126	338	**	**	1269	464	1598	504
	85%	80%	92%	47%	**	79%	88%	**	**	87%	86%	84%	91%
		c	ac				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2602	933	549	173	478	491	138	957	990	2085	510	131	612	997	986
Effective Weighted Sample	2203	874	518	161	417	414	114	781	856	1747	452	115	493	840	865
Total	2463	749	813	150	381	393	112	921	952	1985	471	121	539	966	951
SWITCHED IN LAST 12 MONTHS	219	86	56	2	35	46	17	95	71	183	35	11	61	91	65
	9%	12%	7%	1%	9%	12%	15%	10%	7%	9%	7%	9%	11%	9%	7%
		bc	c		c	bc	ce						c		
CURRENTLY LOOKING FOR A NEW DEAL	156	39	47	7	29	35	15	72	50	136	19	2	47	73	35
	6%	5%	6%	4%	8%	9%	13%	8%	5%	7%	4%	2%	9%	8%	4%
						a	cdef	e					c	c	
NEITHER	2101	628	713	141	319	315	81	761	834	1676	420	109	434	807	855
	85%	84%	88%	94%	84%	80%	73%	83%	88%	84%	89%	90%	81%	84%	90%
			e	ade				a	ab	a	abd	a			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2602	1360	1216	783	762	404	630	2143	233	140	86	421	1048	889	781	1374
Effective Weighted Sample	2203	1144	1039	681	655	351	553	1809	197	125	73	353	881	762	657	1168
Total	2463	1324	1116	685	720	517	520	2008	239	138	79	390	1026	833	714	1324
SWITCHED IN LAST 12 MONTHS	219	126	91	56	63	56	44	177	19	16	**	43	84	76	69	106
	9%	9%	8%	8%	9%	11%	8%	9%	8%	12%	**	11%	8%	9%	10%	8%
CURRENTLY LOOKING FOR A NEW DEAL	156	88	67	60	38	33	23	126	9	13	**	28	59	53	55	67
	6%	7%	6%	9% bd	5%	6%	4%	6%	4%	10%	**	7%	6%	6%	8%	5%
NEITHER	2101	1119	963	575	622	429	457	1714	211	112	**	322	886	711	594	1156
	85%	85%	86%	84%	86%	83%	88%	85%	88%	81%	**	83%	86%	85%	83%	87% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1413	70	1060	189	941	651	479	151	84	1000	325	1085	240	812	513	212
Effective Weighted Sample	1202	54	935	157	832	561	428	112	76	866	287	935	212	685	451	169
Total	1601	77	1275	210	1143	757	595	131	100	1204	287	1279	212	875	616	206
SWITCHED IN LAST 12 MONTHS	149	**	87	13	80	82	11	60	**	102	33	106	30	106	29	56
	9%	**	7%	6%	7%	11%	2%	46%	**	8%	12%	8%	14%	12%	5%	27%
						b		ab					a	b		ab
CURRENTLY LOOKING FOR A NEW DEAL	111	**	72	15	65	60	20	17	**	75	21	79	17	64	32	31
	7%	**	6%	7%	6%	8%	3%	13%	**	6%	7%	6%	8%	7%	5%	15%
						b		b								ab
NEITHER	1364	**	1127	185	1009	629	565	63	**	1041	242	1108	174	727	556	137
	85%	**	88%	88%	88%	83%	95%	48%	**	86%	84%	87%	82%	83%	90%	67%
						c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1413	114	1203	253	1064	745	572	193	108	456	957	568	845
Effective Weighted Sample	1202	93	1042	209	927	630	502	149	94	386	823	478	731
Total	1601	96	1371	233	1234	802	665	166	116	457	1143	577	1024
SWITCHED IN LAST 12 MONTHS	149	16	104	28	93	111	10	84	48	58	92	64	85
	9%	17%	8%	12%	8%	14%	2%	51%	42%	13%	8%	11%	8%
		b				b		ab	ab	b			
CURRENTLY LOOKING FOR A NEW DEAL	111	12	76	19	69	66	23	23	7	46	65	50	61
	7%	13%	6%	8%	6%	8%	3%	14%	6%	10%	6%	9%	6%
		b				b		b		b			
NEITHER	1364	71	1203	190	1084	641	633	73	62	366	998	476	888
	85%	74%	88%	82%	88%	80%	95%	44%	53%	80%	87%	82%	87%
			a		a	cd	acd				a		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1413	673	740	172	79	-	-	-	-	1413	-	1156	257
Effective Weighted Sample	1202	558	644	127	65	-	-	-	-	1202	-	978	225
Total	1601	740	860	149	83	-	-	-	-	1601	-	1292	309
SWITCHED IN LAST 12 MONTHS	149	149	-	149	**	**	**	**	**	149	**	134	16
	9%	20%	-%	100%	**	**	**	**	**	9%	**	10%	5%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	111	78	33	24	**	**	**	**	**	111	**	99	12
	7%	11%	4%	16%	**	**	**	**	**	7%	**	8%	4%
		b		b									
NEITHER	1364	536	828	-	**	**	**	**	**	1364	**	1082	282
	85%	72%	96%	-%	**	**	**	**	**	85%	**	84%	91%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1413	248	549	173	307	158	87	534	536	1157	253	66	319	584	507
Effective Weighted Sample	1202	232	518	161	250	126	70	436	471	975	225	57	251	496	452
Total	1601	225	813	150	251	184	90	606	608	1304	292	83	342	654	600
SWITCHED IN LAST 12 MONTHS	149	12	55	12	36	35	**	77	32	136	14	**	59	62	28
	9%	5%	7%	8%	14%	19%	**	13%	5%	10%	5%	**	17%	10%	5%
					ab	abc		ce		ce			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	111	11	45	6	21	27	**	55	32	100	9	**	33	51	25
	7%	5%	6%	4%	9%	14%	**	9%	5%	8%	3%	**	10%	8%	4%
						abc		e					c		
NEITHER	1364	203	718	133	204	129	**	492	545	1092	269	**	260	555	546
	85%	90%	88%	88%	81%	70%	**	81%	90%	84%	92%	**	76%	85%	91%
		de	de	e	e				bd		bd			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	722	679	474	385	222	323	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	612	582	406	338	193	281	976	110	78	39	186	487	419	365	631
Total	1601	848	741	479	448	328	334	1293	154	104	50	245	673	536	471	845
SWITCHED IN LAST 12 MONTHS	149	79	70	51	39	34	25	132	6	**	**	37	56	49	59	55
	9%	9%	9%	11%	9%	10%	7%	10%	4%	**	**	15% b	8%	9%	13% b	7%
CURRENTLY LOOKING FOR A NEW DEAL	111	69	41	55	22	18	15	88	5	**	**	18	43	40	38	44
	7%	8%	5%	11% bd	5%	6%	5%	7%	3%	**	**	7%	6%	7%	8%	5%
NEITHER	1364	716	639	389	388	280	296	1095	144	**	**	197	584	455	385	751
	85%	84%	86%	81%	87%	85%	a	85%	93%	**	**	80%	87%	85%	82%	a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1413	70	1060	189	941	651	479	151	84	1000	325	1085	240	812	513	212
Effective Weighted Sample	1202	54	935	157	832	561	428	112	76	866	287	935	212	685	451	169
Total	1601	77	1275	210	1143	757	595	131	100	1204	287	1279	212	875	616	206
SWITCHED IN LAST 12 MONTHS	83	**	62	7	56	54	9	42	**	60	17	62	15	57	20	23
	5%	**	5%	3%	5%	7%	1%	32%	**	5%	6%	5%	7%	7%	3%	11%
						b		ab						b		b
CURRENTLY LOOKING FOR A NEW DEAL	111	**	72	15	65	60	20	17	**	75	21	79	17	64	32	31
	7%	**	6%	7%	6%	8%	3%	13%	**	6%	7%	6%	8%	7%	5%	15%
						b		b								ab
NEITHER	1409	**	1142	188	1023	644	567	72	**	1068	252	1138	182	755	565	153
	88%	**	90%	90%	90%	85%	95%	55%	**	89%	88%	89%	86%	86%	92%	74%
						c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1413	114	1203	253	1064	745	572	193	108	456	957	568	845
Effective Weighted Sample	1202	93	1042	209	927	630	502	149	94	386	823	478	731
Total	1601	96	1371	233	1234	802	665	166	116	457	1143	577	1024
SWITCHED IN LAST 12 MONTHS	83	6	68	14	59	68	5	48	43	23	60	28	54
	5%	6%	5%	6%	5%	8%	1%	29%	38%	5%	5%	5%	5%
						b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	111	12	76	19	69	66	23	23	7	46	65	50	61
	7%	13%	6%	8%	6%	8%	3%	14%	6%	10%	6%	9%	6%
		b		b		b		b		b			
NEITHER	1409	79	1229	200	1108	670	637	97	66	389	1020	500	909
	88%	82%	90%	86%	90%	84%	96%	58%	57%	85%	89%	87%	89%
						cd	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1413	673	740	172	79	-	-	-	-	1413	-	1156	257
Effective Weighted Sample	1202	558	644	127	65	-	-	-	-	1202	-	978	225
Total	1601	740	860	149	83	-	-	-	-	1601	-	1292	309
SWITCHED IN LAST 12 MONTHS	83	83	-	83	**	**	**	**	**	83	**	72	11
	5%	11%	-%	55%	**	**	**	**	**	5%	**	6%	4%
		b		ab									
CURRENTLY LOOKING FOR A NEW DEAL	111	78	33	24	**	**	**	**	**	111	**	99	12
	7%	11%	4%	16%	**	**	**	**	**	7%	**	8%	4%
		b		b									
NEITHER	1409	582	828	45	**	**	**	**	**	1409	**	1123	286
	88%	79%	96%	30%	**	**	**	**	**	88%	**	87%	93%
		c	ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1413	248	549	173	307	158	87	534	536	1157	253	66	319	584	507
Effective Weighted Sample	1202	232	518	161	250	126	70	436	471	975	225	57	251	496	452
Total	1601	225	813	150	251	184	90	606	608	1304	292	83	342	654	600
SWITCHED IN LAST 12 MONTHS	83	8	42	8	13	12	**	31	25	69	14	**	29	29	25
	5%	4%	5%	6%	5%	6%	**	5%	4%	5%	5%	**	8%	4%	4%
CURRENTLY LOOKING FOR A NEW DEAL	111	11	45	6	21	27	**	55	32	100	9	**	33	51	25
	7%	5%	6%	4%	9%	14%	**	9%	5%	8%	3%	**	10%	8%	4%
						abc		e					c		
NEITHER	1409	205	726	135	219	146	**	522	550	1137	269	**	282	575	550
	88%	91%	89%	90%	87%	79%	**	86%	90%	87%	92%	**	82%	88%	92%
		e	e	e											a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	722	679	474	385	222	323	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	612	582	406	338	193	281	976	110	78	39	186	487	419	365	631
Total	1601	848	741	479	448	328	334	1293	154	104	50	245	673	536	471	845
SWITCHED IN LAST 12 MONTHS	83	35	48	18	26	17	21	71	4	**	**	23	29	26	27	37
	5%	4%	6%	4%	6%	5%	6%	5%	3%	**	**	9% b	4%	5%	6%	4%
CURRENTLY LOOKING FOR A NEW DEAL	111	69	41	55	22	18	15	88	5	**	**	18	43	40	38	44
	7%	8%	5%	11% bd	5%	6%	5%	7%	3%	**	**	7%	6%	7%	8%	5%
NEITHER	1409	746	654	408	400	292	298	1136	146	**	**	205	602	472	408	764
	88%	88%	88%	85%	89%	89%	89%	88%	94%	**	**	83%	89%	88%	86%	90%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1413	70	1060	189	941	651	479	151	84	1000	325	1085	240	812	513	212
Effective Weighted Sample	1202	54	935	157	832	561	428	112	76	866	287	935	212	685	451	169
Total	1601	77	1275	210	1143	757	595	131	100	1204	287	1279	212	875	616	206
SWITCHED ONLY	54	**	38	7	32	33	6	24	**	38	10	39	9	34	14	18
	3%	**	3%	3%	3%	4%	1%	19%	**	3%	4%	3%	4%	4%	2%	9%
						b		ab								ab
INITIATED CHANGE ONLY	468	**	384	54	351	227	178	33	**	351	88	368	71	289	149	71
	29%	**	30%	26%	31%	30%	30%	25%	**	29%	30%	29%	33%	33%	24%	35%
														b		b
BOTH SWITCHED AND INITIATED CHANGE	29	**	23	-	23	21	2	18	**	22	6	23	6	23	5	6
	2%	**	2%	-%	2%	3%	*%	13%	**	2%	2%	2%	3%	3%	1%	3%
						b		ab								
NEITHER	1050	**	830	149	736	476	409	56	**	793	183	849	127	528	447	111
	66%	**	65%	71%	64%	63%	69%	43%	**	66%	64%	66%	60%	60%	73%	54%
						c	c								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1413	114	1203	253	1064	745	572	193	108	456	957	568	845
Effective Weighted Sample	1202	93	1042	209	927	630	502	149	94	386	823	478	731
Total	1601	96	1371	233	1234	802	665	166	116	457	1143	577	1024
SWITCHED ONLY	54	4	43	13	35	45	3	30	26	18	36	23	31
	3%	5%	3%	5%	3%	6%	*%	18%	23%	4%	3%	4%	3%
INITIATED CHANGE ONLY	468	28	413	60	381	225	216	34	15	102	366	128	340
BOTH SWITCHED AND INITIATED CHANGE	29	1	24	1	24	23	2	18	17	5	23	6	23
NEITHER	1050	62	890	159	794	508	444	84	57	332	718	420	629
		66%	65%	65%	68%	63%	67%	51%	49%	73%	63%	73%	61%
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b						cd	cd			b		b	

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 234

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1413	673	740	172	79	-	-	-	-	1413	-	1156	257
Effective Weighted Sample	1202	558	644	127	65	-	-	-	-	1202	-	978	225
Total	1601	740	860	149	83	-	-	-	-	1601	-	1292	309
SWITCHED ONLY	54	54	-	54	**	**	**	**	**	54	**	47	7
	3%	7%	-%	36%	**	**	**	**	**	3%	**	4%	2%
		b		ab									
INITIATED CHANGE ONLY	468	214	254	23	**	**	**	**	**	468	**	394	74
	29%	29%	30%	15%	**	**	**	**	**	29%	**	31%	24%
		c	c										
BOTH SWITCHED AND INITIATED CHANGE	29	29	-	29	**	**	**	**	**	29	**	25	4
	2%	4%	-%	19%	**	**	**	**	**	2%	**	2%	1%
		b		ab									
NEITHER	1050	443	606	44	**	**	**	**	**	1050	**	826	224
	66%	60%	70%	29%	**	**	**	**	**	66%	**	64%	73%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1413	248	549	173	307	158	87	534	536	1157	253	66	319	584	507
Effective Weighted Sample	1202	232	518	161	250	126	70	436	471	975	225	57	251	496	452
Total	1601	225	813	150	251	184	90	606	608	1304	292	83	342	654	600
SWITCHED ONLY	54	6	26	4	10	8	**	19	15	43	11	**	21	15	18
	3%	3%	3%	2%	4%	5%	**	3%	3%	3%	4%	**	6%	2%	3%
													b		
INITIATED CHANGE ONLY	468	52	259	51	72	40	**	174	188	378	89	**	85	189	193
	29%	23%	32%	34%	29%	22%	**	29%	31%	29%	30%	**	25%	29%	32%
BOTH SWITCHED AND INITIATED CHANGE	29	2	16	5	3	3	**	13	10	26	3	**	8	15	6
	2%	1%	2%	3%	1%	2%	**	2%	2%	2%	1%	**	2%	2%	1%
NEITHER	1050	164	512	91	166	133	**	400	395	857	190	**	228	436	382
	66%	73%	63%	60%	66%	72%	**	66%	65%	66%	65%	**	67%	67%	64%
		bc													

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1413	722	679	474	385	222	323	1151	125	90	47	224	568	485	431	734
Effective Weighted Sample	1202	612	582	406	338	193	281	976	110	78	39	186	487	419	365	631
Total	1601	848	741	479	448	328	334	1293	154	104	50	245	673	536	471	845
SWITCHED ONLY	54	23	31	12	14	14	14	48	2	**	**	16	16	18	14	25
	3%	3%	4%	3%	3%	4%	4%	4%	1%	**	**	7% b	2%	3%	3%	3%
INITIATED CHANGE ONLY	468	255	212	156	129	93	84	377	45	**	**	73	206	151	165	255
	29%	30%	29%	33%	29%	28%	25%	29%	29%	**	**	30%	31%	28%	35%	30%
BOTH SWITCHED AND INITIATED CHANGE	29	12	16	6	12	3	7	23	2	**	**	7	13	8	13	12
	2%	1%	2%	1%	3%	1%	2%	2%	1%	**	**	3%	2%	2%	3%	1%
NEITHER	1050	558	482	305	294	218	229	845	105	**	**	149	438	359	279	552
	66%	66%	65%	64%	66%	66%	68%	65%	68%	**	**	61%	65%	67%	59%	65%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	456	46	281	109	218	174	153	52	30	348	72	375	45	266	154	76
Effective Weighted Sample	386	37	259	90	201	149	137	43	29	304	64	328	40	228	140	64
Total	457	59	259	116	202	161	156	38	28	335	71	360	46	257	149	70
SWITCHED IN LAST 12 MONTHS	58	**	15	9	11	16	4	**	**	40	**	41	**	45	7	**
	13%	**	6%	8%	5%	10%	2%	**	**	12%	**	12%	**	17%	4%	**
						b								b		
CURRENTLY LOOKING FOR A NEW DEAL	46	**	17	10	12	16	6	**	**	25	**	27	**	26	7	**
	10%	**	7%	9%	6%	10%	4%	**	**	7%	**	7%	**	10%	5%	**
NEITHER	366	**	230	98	182	134	147	**	**	278	**	300	**	199	135	**
	80%	**	89%	85%	90%	83%	94%	**	**	83%	**	83%	**	78%	91%	**
						a									a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	456	86	293	153	226	235	144	72	44	456	-	456	-
Effective Weighted Sample	386	75	270	136	209	210	134	59	39	386	-	386	-
Total	457	81	268	141	209	210	140	59	42	457	-	457	-
SWITCHED IN LAST 12 MONTHS	58	**	20	19	15	30	4	**	**	58	**	58	**
	13%	**	8%	14%	7%	14%	3%	**	**	13%	**	13%	**
b													
CURRENTLY LOOKING FOR A NEW DEAL	46	**	17	12	13	19	6	**	**	46	**	46	**
	10%	**	6%	9%	6%	9%	4%	**	**	10%	**	10%	**
NEITHER	366	**	236	112	185	167	130	**	**	366	**	366	**
	80%	**	88%	79%	89%	79%	93%	**	**	80%	**	80%	**
a													

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	456	197	259	61	23	-	-	-	-	456	-	373	83
Effective Weighted Sample	386	159	227	46	18	-	-	-	-	386	-	320	67
Total	457	196	261	58	23	-	-	-	-	457	-	370	88
SWITCHED IN LAST 12 MONTHS	58	58	-	**	**	**	**	**	**	58	**	54	**
	13%	29%	-%	**	**	**	**	**	**	13%	**	15%	**
		b											
CURRENTLY LOOKING FOR A NEW DEAL	46	36	10	**	**	**	**	**	**	46	**	41	**
	10%	19%	4%	**	**	**	**	**	**	10%	**	11%	**
		b											
NEITHER	366	115	251	**	**	**	**	**	**	366	**	287	**
	80%	58%	96%	**	**	**	**	**	**	80%	**	78%	**
			a										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	456	226	-	-	72	158	40	175	159	374	81	23	118	182	155
Effective Weighted Sample	386	212	-	-	64	126	32	148	142	318	68	18	93	160	134
Total	457	202	-	-	71	184	45	183	144	372	83	28	123	178	155
SWITCHED IN LAST 12 MONTHS	58	12	**	**	**	35	**	34	8	56	**	**	30	23	5
	13%	6%	**	**	**	19%	**	19%	6%	15%	**	**	24%	13%	3%
						a		c		c			c	c	
CURRENTLY LOOKING FOR A NEW DEAL	46	11	**	**	**	27	**	31	8	45	**	**	19	19	8
	10%	6%	**	**	**	14%	**	17%	6%	12%	**	**	15%	11%	5%
						a		c					c		
NEITHER	366	181	**	**	**	129	**	129	129	284	**	**	78	144	142
	80%	89%	**	**	**	70%	**	70%	89%	76%	**	**	64%	81%	92%
		e							bd					a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	456	224	228	174	109	64	107	362	41	38	15	70	167	166	134	225
Effective Weighted Sample	386	189	194	149	96	56	88	305	38	31	13	57	143	147	113	195
Total	457	231	223	160	110	83	102	362	40	41	14	69	173	160	131	224
SWITCHED IN LAST 12 MONTHS	58	34	23	25	14	**	9	50	**	**	**	**	17	23	29	11
	13%	15%	10%	15%	13%	**	9%	14%	**	**	**	**	10%	14%	22% b	5%
CURRENTLY LOOKING FOR A NEW DEAL	46	31	15	27	5	**	7	37	**	**	**	**	20	15	15	16
	10%	13%	7%	17% b	5%	**	6%	10%	**	**	**	**	11%	9%	11%	7%
NEITHER	366	174	190	120	90	**	88	286	**	**	**	**	140	128	94	199
	80%	75%	85%	75%	82%	**	86%	79%	**	**	**	**	81%	80%	72% a	89%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	456	46	281	109	218	174	153	52	30	348	72	375	45	266	154	76
Effective Weighted Sample	386	37	259	90	201	149	137	43	29	304	64	328	40	228	140	64
Total	457	59	259	116	202	161	156	38	28	335	71	360	46	257	149	70
SWITCHED IN LAST 12 MONTHS	23	**	9	5	6	8	3	**	**	20	**	20	**	21	2	**
	5%	**	3%	4%	3%	5%	2%	**	**	6%	**	5%	**	8%	1%	**
														b		
CURRENTLY LOOKING FOR A NEW DEAL	46	**	17	10	12	16	6	**	**	25	**	27	**	26	7	**
	10%	**	7%	9%	6%	10%	4%	**	**	7%	**	7%	**	10%	5%	**
NEITHER	389	**	233	101	184	138	148	**	**	291	**	314	**	211	140	**
	85%	**	90%	87%	91%	85%	94%	**	**	87%	**	87%	**	82%	94%	**
							a								a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	456	86	293	153	226	235	144	72	44	456	-	456	-
Effective Weighted Sample	386	75	270	136	209	210	134	59	39	386	-	386	-
Total	457	81	268	141	209	210	140	59	42	457	-	457	-
SWITCHED IN LAST 12 MONTHS	23	**	10	8	7	13	2	**	**	23	**	23	**
	5%	**	4%	5%	3%	6%	1%	**	**	5%	**	5%	**
CURRENTLY LOOKING FOR A NEW DEAL	46	**	17	12	13	19	6	**	**	46	**	46	**
	10%	**	6%	9%	6%	9%	4%	**	**	10%	**	10%	**
NEITHER	389	**	242	121	190	179	132	**	**	389	**	389	**
	85%	**	90%	86%	91%	85%	95%	**	**	85%	**	85%	**

a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	456	197	259	61	23	-	-	-	-	456	-	373	83
Effective Weighted Sample	386	159	227	46	18	-	-	-	-	386	-	320	67
Total	457	196	261	58	23	-	-	-	-	457	-	370	88
SWITCHED IN LAST 12 MONTHS	23	23	-	**	**	**	**	**	**	23	**	22	**
	5%	12%	-%	**	**	**	**	**	**	5%	**	6%	**
		b											
CURRENTLY LOOKING FOR A NEW DEAL	46	36	10	**	**	**	**	**	**	46	**	41	**
	10%	19%	4%	**	**	**	**	**	**	10%	**	11%	**
		b											
NEITHER	389	138	251	**	**	**	**	**	**	389	**	307	**
	85%	70%	96%	**	**	**	**	**	**	85%	**	83%	**
			a										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	456	226	-	-	72	158	40	175	159	374	81	23	118	182	155
Effective Weighted Sample	386	212	-	-	64	126	32	148	142	318	68	18	93	160	134
Total	457	202	-	-	71	184	45	183	144	372	83	28	123	178	155
SWITCHED IN LAST 12 MONTHS	23	8	**	**	**	12	**	9	6	21	**	**	12	6	4
	5%	4%	**	**	**	6%	**	5%	4%	6%	**	**	10%	4%	3%
CURRENTLY LOOKING FOR A NEW DEAL													c		
	46	11	**	**	**	27	**	31	8	45	**	**	19	19	8
	10%	6%	**	**	**	14%	**	17%	6%	12%	**	**	15%	11%	5%
NEITHER						a		c					c		
	389	183	**	**	**	146	**	145	130	307	**	**	93	152	143
	85%	90%	**	**	**	79%	**	79%	90%	83%	**	**	76%	86%	92%
		e							b						a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	456	224	228	174	109	64	107	362	41	38	15	70	167	166	134	225
Effective Weighted Sample	386	189	194	149	96	56	88	305	38	31	13	57	143	147	113	195
Total	457	231	223	160	110	83	102	362	40	41	14	69	173	160	131	224
SWITCHED IN LAST 12 MONTHS	23	12	11	5	7	**	6	20	**	**	**	**	6	10	7	6
	5%	5%	5%	3%	6%	**	6%	5%	**	**	**	**	3%	6%	5%	3%
CURRENTLY LOOKING FOR A NEW DEAL	46	31	15	27	5	**	7	37	**	**	**	**	20	15	15	16
	10%	13%	7%	17% b	5%	**	6%	10%	**	**	**	**	11%	9%	11%	7%
NEITHER	389	189	197	130	97	**	90	306	**	**	**	**	147	136	110	201
	85%	82%	88%	81%	89%	**	87%	85%	**	**	**	**	85%	85%	84%	90%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	456	46	281	109	218	174	153	52	30	348	72	375	45	266	154	76
Effective Weighted Sample	386	37	259	90	201	149	137	43	29	304	64	328	40	228	140	64
Total	457	59	259	116	202	161	156	38	28	335	71	360	46	257	149	70
SWITCHED ONLY	18	**	7	5	4	6	3	**	**	14	**	14	**	16	1	**
	4%	**	3%	4%	2%	3%	2%	**	**	4%	**	4%	**	6%	1%	**
														b		
INITIATED CHANGE ONLY	102	**	60	30	44	35	39	**	**	76	**	81	**	66	26	**
	22%	**	23%	26%	22%	22%	25%	**	**	23%	**	22%	**	26%	17%	**
BOTH SWITCHED AND INITIATED CHANGE	5	**	2	-	2	2	-	**	**	5	**	5	**	4	1	**
	1%	**	1%	-%	1%	1%	-%	**	**	2%	**	1%	**	2%	1%	**
NEITHER	332	**	190	81	152	119	114	**	**	239	**	260	**	170	121	**
	73%	**	73%	70%	75%	74%	73%	**	**	72%	**	72%	**	66%	81%	**
															a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	456	86	293	153	226	235	144	72	44	456	-	456	-
Effective Weighted Sample	386	75	270	136	209	210	134	59	39	386	-	386	-
Total	457	81	268	141	209	210	140	59	42	457	-	457	-
SWITCHED ONLY	18	**	8	7	5	11	1	**	**	18	**	18	**
	4%	**	3%	5%	2%	5%	**	**	**	4%	**	4%	**
INITIATED CHANGE ONLY	102	**	63	39	46	49	36	**	**	102	**	102	**
	22%	**	23%	27%	22%	23%	26%	**	**	22%	**	22%	**
BOTH SWITCHED AND INITIATED CHANGE	5	**	2	1	2	2	1	**	**	5	**	5	**
	1%	**	1%	1%	1%	1%	1%	**	**	1%	**	1%	**
NEITHER	332	**	195	95	156	148	102	**	**	332	**	332	**
	73%	**	73%	67%	75%	71%	73%	**	**	73%	**	73%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	456	197	259	61	23	-	-	-	-	456	-	373	83
Effective Weighted Sample	386	159	227	46	18	-	-	-	-	386	-	320	67
Total	457	196	261	58	23	-	-	-	-	457	-	370	88
SWITCHED ONLY	18	18	-	**	**	**	**	**	**	18	**	18	**
	4%	9%	-%	**	**	**	**	**	**	4%	**	5%	**
		b											
INITIATED CHANGE ONLY	102	43	60	**	**	**	**	**	**	102	**	87	**
	22%	22%	23%	**	**	**	**	**	**	22%	**	23%	**
BOTH SWITCHED AND INITIATED CHANGE	5	5	-	**	**	**	**	**	**	5	**	4	**
	1%	3%	-%	**	**	**	**	**	**	1%	**	1%	**
		b											
NEITHER	332	130	202	**	**	**	**	**	**	332	**	261	**
	73%	67%	77%	**	**	**	**	**	**	73%	**	71%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	456	226	-	-	72	158	40	175	159	374	81	23	118	182	155
Effective Weighted Sample	386	212	-	-	64	126	32	148	142	318	68	18	93	160	134
Total	457	202	-	-	71	184	45	183	144	372	83	28	123	178	155
SWITCHED ONLY	18	6	**	**	**	8	**	6	4	16	**	**	10	4	3
	4%	3%	**	**	**	5%	**	3%	3%	4%	**	**	9%	2%	2%
INITIATED CHANGE ONLY	102	46	**	**	**	40	**	46	31	82	**	**	21	47	35
	22%	23%	**	**	**	22%	**	25%	22%	22%	**	**	17%	26%	23%
BOTH SWITCHED AND INITIATED CHANGE	5	2	**	**	**	3	**	2	2	5	**	**	2	2	1
	1%	1%	**	**	**	2%	**	1%	1%	1%	**	**	2%	1%	1%
NEITHER	332	148	**	**	**	133	**	129	107	270	**	**	90	125	116
	73%	73%	**	**	**	72%	**	70%	74%	72%	**	**	73%	70%	75%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	456	224	228	174	109	64	107	362	41	38	15	70	167	166	134	225
Effective Weighted Sample	386	189	194	149	96	56	88	305	38	31	13	57	143	147	113	195
Total	457	231	223	160	110	83	102	362	40	41	14	69	173	160	131	224
SWITCHED ONLY	18	9	9	5	4	**	4	17	**	**	**	**	3	8	4	4
	4%	4%	4%	3%	4%	**	4%	5%	**	**	**	**	2%	5%	3%	2%
INITIATED CHANGE ONLY	102	61	41	47	23	**	15	83	**	**	**	**	43	33	31	58
	22%	26%	19%	29%	21%	**	15%	23%	**	**	**	**	25%	20%	24%	26%
BOTH SWITCHED AND INITIATED CHANGE				d												
	5	3	2	*	3	**	2	3	**	**	**	**	3	2	3	2
	1%	1%	1%	*%	3%	**	2%	1%	**	**	**	**	1%	1%	2%	1%
NEITHER	332	158	171	109	80	**	81	259	**	**	**	**	124	118	93	160
	73%	68%	77%	68%	73%	**	79%	72%	**	**	**	**	71%	74%	71%	71%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	456	46	281	109	218	174	153	52	30	348	72	375	45	266	154	76
Effective Weighted Sample	386	37	259	90	201	149	137	43	29	304	64	328	40	228	140	64
Total	457	59	259	116	202	161	156	38	28	335	71	360	46	257	149	70
Received a discount	56	**	32	17	26	23	20	**	**	39	**	41	**	35	14	**
	12%	**	12%	15%	13%	14%	13%	**	**	12%	**	11%	**	14%	10%	**
Added extra or improved services	41	**	22	12	16	14	14	**	**	33	**	35	**	28	10	**
	9%	**	9%	10%	8%	8%	9%	**	**	10%	**	10%	**	11%	7%	**
Reduced or downgraded services	33	**	21	9	14	9	14	**	**	26	**	27	**	24	7	**
	7%	**	8%	8%	7%	6%	9%	**	**	8%	**	8%	**	9%	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	108	**	62	30	46	37	39	**	**	81	**	86	**	70	27	**
	24%	**	24%	26%	23%	23%	25%	**	**	24%	**	24%	**	27%	18%	**
ALL 3 CHANGES	3	**	2	-	2	1	2	**	**	3	**	3	**	3	-	**
	1%	**	1%	-%	1%	*%	1%	**	**	1%	**	1%	**	1%	-%	**
DISCOUNT AND EXTRA SERVICES	8	**	3	5	2	5	2	**	**	6	**	6	**	5	2	**
	2%	**	1%	4%	1%	3%	1%	**	**	2%	**	2%	**	2%	1%	**
DISCOUNT AND REDUCED SERVICES	5	**	5	3	2	2	3	**	**	2	**	3	**	3	2	**
	1%	**	2%	2%	1%	1%	2%	**	**	1%	**	1%	**	1%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	*	1	-	1	-	**	**	1	**	1	**	1	1	**
	1%	**	*%	1%	-%	*%	-%	**	**	*%	**	*%	**	*%	1%	**
DISCOUNT ONLY	40	**	22	10	18	15	13	**	**	27	**	28	**	23	11	**
	9%	**	8%	8%	9%	10%	8%	**	**	8%	**	8%	**	9%	7%	**
EXTRA SERVICES ONLY	27	**	16	7	11	8	11	**	**	22	**	24	**	18	7	**
	6%	**	6%	6%	6%	5%	7%	**	**	6%	**	7%	**	7%	5%	**
REDUCED SERVICES ONLY	22	**	13	6	9	6	9	**	**	19	**	19	**	16	4	**
	5%	**	5%	5%	5%	4%	6%	**	**	6%	**	5%	**	6%	3%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	456	46	281	109	218	174	153	52	30	348	72	375	45	266	154	76
Effective Weighted Sample	386	37	259	90	201	149	137	43	29	304	64	328	40	228	140	64
Total	457	59	259	116	202	161	156	38	28	335	71	360	46	257	149	70
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	350	**	197	86	156	124	117	**	**	254	**	274	**	187	122	**
	76%	**	76%	74%	77%	77%	75%	**	**	76%	**	76%	**	73%	82%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	456	86	293	153	226	235	144	72	44	456	-	456	-
Effective Weighted Sample	386	75	270	136	209	210	134	59	39	386	-	386	-
Total	457	81	268	141	209	210	140	59	42	457	-	457	-
Received a discount	56	**	33	20	25	32	13	**	**	56	**	56	**
	12%	**	12%	14%	12%	15%	9%	**	**	12%	**	12%	**
Added extra or improved services	41	**	23	15	17	16	16	**	**	41	**	41	**
	9%	**	9%	11%	8%	8%	12%	**	**	9%	**	9%	**
Reduced or downgraded services	33	**	23	14	17	17	14	**	**	33	**	33	**
	7%	**	9%	10%	8%	8%	10%	**	**	7%	**	7%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	108	**	65	40	48	51	37	**	**	108	**	108	**
	24%	**	24%	28%	23%	24%	26%	**	**	24%	**	24%	**
ALL 3 CHANGES	3	**	2	1	2	2	2	**	**	3	**	3	**
	1%	**	1%	1%	1%	1%	1%	**	**	1%	**	1%	**
DISCOUNT AND EXTRA SERVICES	8	**	3	3	2	6	-	**	**	8	**	8	**
	2%	**	1%	2%	1%	3%	-%	**	**	2%	**	2%	**
DISCOUNT AND REDUCED SERVICES	5	**	5	3	2	4	1	**	**	5	**	5	**
	1%	**	2%	2%	1%	2%	1%	**	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	2	1	1	1	1	**	**	3	**	3	**
	1%	**	1%	1%	1%	1%	1%	**	**	1%	**	1%	**
DISCOUNT ONLY	40	**	22	13	18	20	10	**	**	40	**	40	**
	9%	**	8%	9%	9%	10%	7%	**	**	9%	**	9%	**
EXTRA SERVICES ONLY	27	**	16	9	11	8	13	**	**	27	**	27	**
	6%	**	6%	7%	5%	4%	9%	**	**	6%	**	6%	**
REDUCED SERVICES ONLY	22	**	14	9	10	10	10	**	**	22	**	22	**
	5%	**	5%	7%	5%	5%	7%	**	**	5%	**	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	456	86	293	153	226	235	144	72	44	456	-	456	-
Effective Weighted Sample	386	75	270	136	209	210	134	59	39	386	-	386	-
Total	457	81	268	141	209	210	140	59	42	457	-	457	-
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	350	**	204	101	161	159	103	**	**	350	**	350	**
	76%	**	76%	72%	77%	76%	74%	**	**	76%	**	76%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	456	197	259	61	23	-	-	-	-	456	-	373	83
Effective Weighted Sample	386	159	227	46	18	-	-	-	-	386	-	320	67
Total	457	196	261	58	23	-	-	-	-	457	-	370	88
Received a discount	56	24	32	**	**	**	**	**	**	56	**	44	**
	12%	12%	12%	**	**	**	**	**	**	12%	**	12%	**
Added extra or improved services	41	18	23	**	**	**	**	**	**	41	**	37	**
	9%	9%	9%	**	**	**	**	**	**	9%	**	10%	**
Reduced or downgraded services	33	13	20	**	**	**	**	**	**	33	**	27	**
	7%	7%	8%	**	**	**	**	**	**	7%	**	7%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	108	48	60	**	**	**	**	**	**	108	**	91	**
	24%	24%	23%	**	**	**	**	**	**	24%	**	25%	**
ALL 3 CHANGES	3	1	2	**	**	**	**	**	**	3	**	3	**
	1%	1%	1%	**	**	**	**	**	**	1%	**	1%	**
DISCOUNT AND EXTRA SERVICES	8	3	5	**	**	**	**	**	**	8	**	6	**
	2%	1%	2%	**	**	**	**	**	**	2%	**	2%	**
DISCOUNT AND REDUCED SERVICES	5	-	5	**	**	**	**	**	**	5	**	3	**
	1%	-%	2%	**	**	**	**	**	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	3	3	-	**	**	**	**	**	**	3	**	3	**
	1%	1%	-%	**	**	**	**	**	**	1%	**	1%	**
DISCOUNT ONLY	40	20	20	**	**	**	**	**	**	40	**	32	**
	9%	10%	8%	**	**	**	**	**	**	9%	**	9%	**
EXTRA SERVICES ONLY	27	12	15	**	**	**	**	**	**	27	**	26	**
	6%	6%	6%	**	**	**	**	**	**	6%	**	7%	**
REDUCED SERVICES ONLY	22	10	12	**	**	**	**	**	**	22	**	19	**
	5%	5%	5%	**	**	**	**	**	**	5%	**	5%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	456	197	259	61	23	-	-	-	-	456	-	373	83
Effective Weighted Sample	386	159	227	46	18	-	-	-	-	386	-	320	67
Total	457	196	261	58	23	-	-	-	-	457	-	370	88
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	350	148	202	**	**	**	**	**	**	350	**	278	**
	76%	76%	77%	**	**	**	**	**	**	76%	**	75%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	456	226	-	-	72	158	40	175	159	374	81	23	118	182	155
Effective Weighted Sample	386	212	-	-	64	126	32	148	142	318	68	18	93	160	134
Total	457	202	-	-	71	184	45	183	144	372	83	28	123	178	155
Received a discount	56	22	**	**	**	24	**	26	16	44	**	**	12	26	19
	12%	11%	**	**	**	13%	**	14%	11%	12%	**	**	9%	14%	12%
Added extra or improved services	41	18	**	**	**	18	**	22	11	34	**	**	11	19	11
	9%	9%	**	**	**	10%	**	12%	8%	9%	**	**	9%	10%	7%
Reduced or downgraded services	33	18	**	**	**	10	**	12	15	29	**	**	5	17	11
	7%	9%	**	**	**	5%	**	6%	10%	8%	**	**	4%	9%	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	108	48	**	**	**	43	**	48	33	87	**	**	23	49	36
	24%	24%	**	**	**	23%	**	26%	23%	23%	**	**	18%	28%	23%
ALL 3 CHANGES	3	2	**	**	**	1	**	1	2	3	**	**	1	2	1
	1%	1%	**	**	**	1%	**	1%	2%	1%	**	**	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	8	3	**	**	**	5	**	5	2	7	**	**	2	4	2
	2%	1%	**	**	**	3%	**	3%	1%	2%	**	**	2%	2%	1%
DISCOUNT AND REDUCED SERVICES	5	2	**	**	**	-	**	2	2	3	**	**	-	3	2
	1%	1%	**	**	**	-%	**	1%	1%	1%	**	**	-%	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	3	*	**	**	**	1	**	3	-	3	**	**	1	2	-
	1%	*%	**	**	**	1%	**	1%	-%	1%	**	**	1%	1%	-%
DISCOUNT ONLY	40	15	**	**	**	18	**	19	10	31	**	**	8	17	14
	9%	7%	**	**	**	10%	**	10%	7%	8%	**	**	7%	10%	9%
EXTRA SERVICES ONLY	27	13	**	**	**	11	**	13	7	21	**	**	7	11	8
	6%	6%	**	**	**	6%	**	7%	5%	6%	**	**	6%	6%	5%
REDUCED SERVICES ONLY	22	13	**	**	**	8	**	6	11	19	**	**	3	10	9
	5%	6%	**	**	**	4%	**	3%	7%	5%	**	**	3%	6%	6%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	350	154	**	**	**	141	**	135	111	285	**	**	100	129	119
	76%	76%	**	**	**	77%	**	74%	77%	77%	**	**	82%	72%	77%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	456	224	228	174	109	64	107	362	41	38	15	70	167	166	134	225
Effective Weighted Sample	386	189	194	149	96	56	88	305	38	31	13	57	143	147	113	195
Total	457	231	223	160	110	83	102	362	40	41	14	69	173	160	131	224
Received a discount	56	37	19	20	15	**	11	47	**	**	**	**	26	15	19	33
	12%	16%	9%	13%	14%	**	11%	13%	**	**	**	**	15%	9%	15%	15%
Added extra or improved services	41	23	18	22	8	**	6	33	**	**	**	**	18	15	11	23
	9%	10%	8%	14%	8%	**	6%	9%	**	**	**	**	10%	10%	8%	10%
Reduced or downgraded services	33	16	16	12	7	**	8	24	**	**	**	**	11	13	12	17
	7%	7%	7%	8%	7%	**	7%	7%	**	**	**	**	6%	8%	9%	8%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	108	64	43	47	26	**	17	86	**	**	**	**	46	34	34	60
	24%	28%	19%	29%	23%	**	16%	24%	**	**	**	**	27%	21%	26%	27%
ALL 3 CHANGES	3	1	3	1	-	**	3	3	**	**	**	**	2	2	1	2
	1%	*%	1%	1%	-%	**	3%	1%	**	**	**	**	1%	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	8	5	3	5	2	**	1	7	**	**	**	**	5	1	3	4
	2%	2%	1%	3%	2%	**	1%	2%	**	**	**	**	3%	1%	2%	2%
DISCOUNT AND REDUCED SERVICES	5	3	2	1	1	**	2	2	**	**	**	**	1	3	3	2
	1%	1%	1%	1%	1%	**	2%	*%	**	**	**	**	*%	2%	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	3	3	-	1	2	**	-	2	**	**	**	**	*	1	*	2
	1%	1%	-%	*%	2%	**	-%	1%	**	**	**	**	*%	1%	*%	1%
DISCOUNT ONLY	40	29	11	14	12	**	6	35	**	**	**	**	19	8	12	24
	9%	12%	5%	9%	11%	**	6%	10%	**	**	**	**	11%	5%	9%	11%
EXTRA SERVICES ONLY	27	15	12	16	4	**	2	20	**	**	**	**	11	12	7	15
	6%	6%	6%	10%	4%	**	2%	6%	**	**	**	**	7%	7%	5%	7%
REDUCED SERVICES ONLY	22	10	11	10	4	**	3	17	**	**	**	**	8	7	8	11
	5%	5%	5%	6%	4%	**	3%	5%	**	**	**	**	5%	4%	6%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	GENDER							SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO				
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b				
Unweighted total	456	224	228	174	109	64	107	362	41	38	15	70	167	166	134	225				
Effective Weighted Sample	386	189	194	149	96	56	88	305	38	31	13	57	143	147	113	195				
Total	457	231	223	160	110	83	102	362	40	41	14	69	173	160	131	224				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	350	167	180	113	84	**	85	276	**	**	**	**	127	126	97	163				
	76%	72%	81%	71%	77%	**	84%	76%	**	**	**	**	73%	79%	74%	73%				

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	456	46	281	109	218	174	153	52	30	348	72	375	45	266	154	76
Effective Weighted Sample	386	37	259	90	201	149	137	43	29	304	64	328	40	228	140	64
Total	457	59	259	116	202	161	156	38	28	335	71	360	46	257	149	70
Received a discount	24	**	9	5	7	8	4	**	**	18	**	18	**	19	2	**
	5%	**	3%	4%	4%	5%	2%	**	**	5%	**	5%	**	7%	2%	**
Added extra or improved services	25	**	4	1	4	3	2	**	**	16	**	17	**	18	1	**
	6%	**	2%	1%	2%	2%	1%	**	**	5%	**	5%	**	7%	1%	**
														b		
Reduced or downgraded services	13	**	2	4	2	4	2	**	**	9	**	9	**	10	1	**
	3%	**	1%	3%	1%	2%	1%	**	**	3%	**	2%	**	4%	*%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	**	14	9	12	14	7	**	**	37	**	38	**	42	4	**
	12%	**	5%	8%	6%	9%	5%	**	**	11%	**	11%	**	16%	3%	**
														b		
DISCOUNT AND EXTRA SERVICES	2	**	1	-	1	1	-	**	**	2	**	2	**	2	-	**
	*%	**	*%	-%	*%	1%	-%	**	**	1%	**	1%	**	1%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	-	-	-	-	-	**	**	3	**	3	**	3	-	**
	1%	**	-%	-%	-%	-%	-%	**	**	1%	**	1%	**	1%	-%	**
DISCOUNT ONLY	22	**	8	5	6	7	4	**	**	15	**	15	**	17	2	**
	5%	**	3%	4%	3%	4%	2%	**	**	5%	**	4%	**	6%	2%	**
EXTRA SERVICES ONLY	20	**	3	1	3	2	2	**	**	11	**	11	**	13	1	**
	4%	**	1%	1%	2%	1%	1%	**	**	3%	**	3%	**	5%	1%	**
REDUCED SERVICES ONLY	10	**	2	4	2	4	2	**	**	6	**	6	**	7	1	**
	2%	**	1%	3%	1%	2%	1%	**	**	2%	**	2%	**	3%	*%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	400	**	245	106	190	147	149	**	**	297	**	322	**	215	145	**
	88%	**	95%	92%	94%	91%	95%	**	**	89%	**	89%	**	84%	97%	**
														a		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	456	86	293	153	226	235	144	72	44	456	-	456	-
Effective Weighted Sample	386	75	270	136	209	210	134	59	39	386	-	386	-
Total	457	81	268	141	209	210	140	59	42	457	-	457	-
Received a discount	24	**	10	9	8	14	3	**	**	24	**	24	**
	5%	**	4%	7%	4%	7%	2%	**	**	5%	**	5%	**
Added extra or improved services	25	**	7	3	7	8	2	**	**	25	**	25	**
	6%	**	3%	2%	3%	4%	1%	**	**	6%	**	6%	**
Reduced or downgraded services	13	**	2	2	2	2	2	**	**	13	**	13	**
	3%	**	1%	2%	1%	1%	1%	**	**	3%	**	3%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	**	18	13	16	23	7	**	**	57	**	57	**
	12%	**	7%	9%	8%	11%	5%	**	**	12%	**	12%	**
DISCOUNT AND EXTRA SERVICES	2	**	1	1	1	2	-	**	**	2	**	2	**
	*%	**	*%	1%	*%	1%	-%	**	**	*%	**	*%	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	-	-	-	-	-	**	**	3	**	3	**
	1%	**	-%	-%	-%	-%	-%	**	**	1%	**	1%	**
DISCOUNT ONLY	22	**	9	8	7	12	3	**	**	22	**	22	**
	5%	**	3%	6%	4%	6%	2%	**	**	5%	**	5%	**
EXTRA SERVICES ONLY	20	**	6	2	6	6	2	**	**	20	**	20	**
	4%	**	2%	1%	3%	3%	1%	**	**	4%	**	4%	**
REDUCED SERVICES ONLY	10	**	2	2	2	2	2	**	**	10	**	10	**
	2%	**	1%	2%	1%	1%	1%	**	**	2%	**	2%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	400	**	250	128	192	187	133	**	**	400	**	400	**
	88%	**	93%	91%	92%	89%	95%	**	**	88%	**	88%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	456	197	259	61	23	-	-	-	-	456	-	373	83
Effective Weighted Sample	386	159	227	46	18	-	-	-	-	386	-	320	67
Total	457	196	261	58	23	-	-	-	-	457	-	370	88
Received a discount	24	16	8	**	**	**	**	**	**	24	**	24	**
	5%	8%	3%	**	**	**	**	**	**	5%	**	6%	**
Added extra or improved services	25	25	-	**	**	**	**	**	**	25	**	24	**
	6%	13%	-%	**	**	**	**	**	**	6%	**	6%	**
		b											
Reduced or downgraded services	13	10	3	**	**	**	**	**	**	13	**	12	**
	3%	5%	1%	**	**	**	**	**	**	3%	**	3%	**
		b											
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	46	11	**	**	**	**	**	**	57	**	55	**
	12%	24%	4%	**	**	**	**	**	**	12%	**	15%	**
		b											
DISCOUNT AND EXTRA SERVICES	2	2	-	**	**	**	**	**	**	2	**	2	**
	*%	1%	-%	**	**	**	**	**	**	*%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	3	3	-	**	**	**	**	**	**	3	**	3	**
	1%	2%	-%	**	**	**	**	**	**	1%	**	1%	**
DISCOUNT ONLY	22	14	8	**	**	**	**	**	**	22	**	22	**
	5%	7%	3%	**	**	**	**	**	**	5%	**	6%	**
EXTRA SERVICES ONLY	20	20	-	**	**	**	**	**	**	20	**	19	**
	4%	10%	-%	**	**	**	**	**	**	4%	**	5%	**
		b											
REDUCED SERVICES ONLY	10	7	3	**	**	**	**	**	**	10	**	9	**
	2%	4%	1%	**	**	**	**	**	**	2%	**	2%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	400	149	251	**	**	**	**	**	**	400	**	315	**
	88%	76%	96%	**	**	**	**	**	**	88%	**	85%	**
			a										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	456	226	-	-	72	158	40	175	159	374	81	23	118	182	155
Effective Weighted Sample	386	212	-	-	64	126	32	148	142	318	68	18	93	160	134
Total	457	202	-	-	71	184	45	183	144	372	83	28	123	178	155
Received a discount	24	6	**	**	**	14	**	14	4	23	**	**	11	10	4
	5%	3%	**	**	**	8%	**	7%	3%	6%	**	**	9%	5%	2%
Added extra or improved services	25	4	**	**	**	18	**	18	*	24	**	**	15	8	-
	6%	2%	**	**	**	10%	**	10%	*%	6%	**	**	12%	5%	-%
						a		c		c			c	c	
Reduced or downgraded services	13	-	**	**	**	11	**	7	2	13	**	**	9	3	1
	3%	-%	**	**	**	6%	**	4%	1%	4%	**	**	7%	2%	1%
						a							c		
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	10	**	**	**	39	**	33	6	55	**	**	33	17	5
	12%	5%	**	**	**	21%	**	18%	4%	15%	**	**	27%	10%	3%
						a		c		c			bc		
DISCOUNT AND EXTRA SERVICES	2	1	**	**	**	1	**	2	-	2	**	**	-	2	-
	*%	*%	**	**	**	1%	**	1%	-%	1%	**	**	-%	1%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	-	**	**	**	3	**	3	-	3	**	**	2	1	-
	1%	-%	**	**	**	2%	**	2%	-%	1%	**	**	1%	1%	-%
DISCOUNT ONLY	22	5	**	**	**	13	**	11	4	21	**	**	11	7	4
	5%	3%	**	**	**	7%	**	6%	3%	6%	**	**	9%	4%	2%
EXTRA SERVICES ONLY	20	3	**	**	**	14	**	13	*	18	**	**	14	5	-
	4%	2%	**	**	**	7%	**	7%	*%	5%	**	**	11%	3%	-%
						a		c		c			bc		
REDUCED SERVICES ONLY	10	-	**	**	**	8	**	4	2	10	**	**	7	2	1
	2%	-%	**	**	**	4%	**	2%	1%	3%	**	**	6%	1%	1%
						a							b		
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	400	193	**	**	**	145	**	151	139	318	**	**	90	161	150
	88%	95%	**	**	**	79%	**	82%	96%	85%	**	**	73%	90%	97%
		e							bd				a	a	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	456	224	228	174	109	64	107	362	41	38	15	70	167	166	134	225
Effective Weighted Sample	386	189	194	149	96	56	88	305	38	31	13	57	143	147	113	195
Total	457	231	223	160	110	83	102	362	40	41	14	69	173	160	131	224
Received a discount	24	14	10	12	8	**	1	20	**	**	**	**	6	12	8	6
	5%	6%	5%	7%	7%	**	1%	6%	**	**	**	**	3%	7%	6%	3%
Added extra or improved services	25	18	8	14	1	**	5	17	**	**	**	**	7	10	8	7
	6%	8%	3%	9%	1%	**	5%	5%	**	**	**	**	4%	6%	6%	3%
Reduced or downgraded services	13	5	8	3	-	**	3	11	**	**	**	**	7	3	2	2
	3%	2%	4%	2%	-%	**	3%	3%	**	**	**	**	4%	2%	2%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	57	33	25	23	9	**	9	44	**	**	**	**	19	20	18	15
	12%	14%	11%	15%	8%	**	8%	12%	**	**	**	**	11%	12%	14%	7%
DISCOUNT AND EXTRA SERVICES	2	2	-	2	-	**	-	2	**	**	**	**	-	2	1	-
	*%	1%	-%	1%	-%	**	-%	1%	**	**	**	**	-%	1%	1%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	2	1	3	-	**	-	3	**	**	**	**	-	3	-	-
	1%	1%	1%	2%	-%	**	-%	1%	**	**	**	**	-%	2%	-%	-%
DISCOUNT ONLY	22	12	10	9	8	**	1	18	**	**	**	**	6	10	7	6
	5%	5%	5%	6%	7%	**	1%	5%	**	**	**	**	3%	6%	6%	3%
EXTRA SERVICES ONLY	20	14	6	9	1	**	5	12	**	**	**	**	7	5	7	7
	4%	6%	3%	5%	1%	**	5%	3%	**	**	**	**	4%	3%	6%	3%
REDUCED SERVICES ONLY	10	3	7	*	-	**	3	8	**	**	**	**	7	-	2	2
	2%	1%	3%	*%	-%	**	3%	2%	**	**	**	**	4%	-%	2%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	400	199	199	137	101	**	94	318	**	**	**	**	154	140	113	209
	88%	86%	89%	85%	92%	**	92%	88%	**	**	**	**	89%	88%	86%	93%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	761	62	519	132	449	326	255	65	54	611	112	666	57	454	269	83
Effective Weighted Sample	656	48	497	103	430	291	216	54	47	524	105	575	53	400	229	72
Total	675	86	428	147	366	281	233	55	49	536	98	585	49	393	241	69
SWITCHED IN LAST 12 MONTHS	35	**	21	7	18	20	6	**	**	22	8	25	**	23	8	**
	5%	**	5%	5%	5%	7%	2%	**	**	4%	9%	4%	**	6%	3%	**
CURRENTLY LOOKING FOR A NEW DEAL	10	**	1	4	-	4	-	**	**	10	*	10	**	8	3	**
	2%	**	*%	2%	-%	1%	-%	**	**	2%	*%	2%	**	2%	1%	**
				b												
NEITHER	635	**	405	139	348	260	227	**	**	509	89	555	**	366	232	**
	94%	**	95%	94%	95%	93%	98%	**	**	95%	91%	95%	**	93%	96%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	761	138	532	216	454	388	282	87	65	-	-	-	-
Effective Weighted Sample	656	118	508	192	434	363	264	77	60	-	-	-	-
Total	675	106	436	171	370	313	229	64	52	-	-	-	-
SWITCHED IN LAST 12 MONTHS	35	6	23	10	19	22	6	**	**	**	**	**	**
	5%	6%	5%	6%	5%	7%	3%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	10	2	1	3	*	1	2	**	**	**	**	**	**
	2%	2%	*%	2%	*%	*%	1%	**	**	**	**	**	**
				b									
NEITHER	635	98	412	159	351	289	221	**	**	**	**	**	**
	94%	93%	95%	93%	95%	93%	97%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	761	-	-	-	-	224	537	45	31	-	761	487	274
Effective Weighted Sample	656	-	-	-	-	200	458	38	29	-	656	433	227
Total	675	-	-	-	-	187	488	35	24	-	675	417	257
SWITCHED IN LAST 12 MONTHS	35	**	**	**	**	35	-	**	**	**	35	26	9
	5%	**	**	**	**	19%	-%	**	**	**	5%	6%	3%
						b							
CURRENTLY LOOKING FOR A NEW DEAL	10	**	**	**	**	9	2	**	**	**	10	8	3
	2%	**	**	**	**	5%	%	**	**	**	2%	2%	1%
						b							
NEITHER	635	**	**	**	**	149	486	**	**	**	635	388	247
	94%	**	**	**	**	80%	100%	**	**	**	94%	93%	96%
						a							

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	761	425	-	-	112	224	28	198	322	548	212	59	126	260	374
Effective Weighted Sample	656	409	-	-	105	174	24	177	281	482	174	44	110	234	312
Total	675	342	-	-	98	235	21	181	282	483	190	63	105	231	338
SWITCHED IN LAST 12 MONTHS	35	15	**	**	8	11	**	11	14	30	5	**	10	13	11
	5%	4%	**	**	9%	5%	**	6%	5%	6%	2%	**	10%	6%	3%
													c		
CURRENTLY LOOKING FOR A NEW DEAL	10	1	**	**	*	9	**	5	2	10	-	**	5	3	1
	2%	*%	**	**	*%	4%	**	3%	1%	2%	-%	**	5%	1%	*%
						a							c		
NEITHER	635	326	**	**	89	220	**	167	266	448	186	**	94	215	325
	94%	95%	**	**	91%	94%	**	92%	95%	93%	98%	**	89%	93%	96%
															a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	761	418	333	233	218	106	199	641	68	32	20	117	308	263	230	427
Effective Weighted Sample	656	357	290	204	200	96	165	550	57	30	19	96	262	235	194	367
Total	675	382	284	192	183	130	167	567	61	29	18	109	279	222	208	376
SWITCHED IN LAST 12 MONTHS	35	18	17	10	7	6	10	27	**	**	**	6	16	9	11	16
	5%	5%	6%	5%	4%	5%	6%	5%	**	**	**	6%	6%	4%	5%	4%
CURRENTLY LOOKING FOR A NEW DEAL	10	5	6	5	1	-	4	7	**	**	**	3	5	1	3	4
	2%	1%	2%	2%	1%	-%	2%	1%	**	**	**	3%	2%	1%	1%	1%
NEITHER	635	361	265	180	174	123	155	536	**	**	**	102	261	213	196	355
	94%	95%	93%	94%	95%	95%	93%	95%	**	**	**	94%	93%	96%	94%	95%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	761	62	519	132	449	326	255	65	54	611	112	666	57	454	269	83
Effective Weighted Sample	656	48	497	103	430	291	216	54	47	524	105	575	53	400	229	72
Total	675	86	428	147	366	281	233	55	49	536	98	585	49	393	241	69
SWITCHED IN LAST 12 MONTHS	24	**	18	4	15	15	4	**	**	16	5	18	**	16	5	**
	4%	**	4%	3%	4%	5%	2%	**	**	3%	5%	3%	**	4%	2%	**
CURRENTLY LOOKING FOR A NEW DEAL	10	**	1	4	-	4	-	**	**	10	*	10	**	8	3	**
	2%	**	*%	2%	-%	1%	-%	**	**	2%	*%	2%	**	2%	1%	**
				b												
NEITHER	642	**	409	140	351	263	228	**	**	512	92	559	**	371	233	**
	95%	**	96%	95%	96%	93%	98%	**	**	95%	95%	96%	**	94%	97%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	761	138	532	216	454	388	282	87	65	-	-	-	-
Effective Weighted Sample	656	118	508	192	434	363	264	77	60	-	-	-	-
Total	675	106	436	171	370	313	229	64	52	-	-	-	-
SWITCHED IN LAST 12 MONTHS	24	2	19	5	15	16	4	**	**	**	**	**	**
	4%	2%	4%	3%	4%	5%	2%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	10	2	1	3	*	1	2	**	**	**	**	**	**
	2%	2%	*%	2%	*%	*%	1%	**	**	**	**	**	**
				b									
NEITHER	642	101	416	163	354	295	222	**	**	**	**	**	**
	95%	96%	95%	95%	96%	94%	97%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	761	-	-	-	-	224	537	45	31	-	761	487	274
Effective Weighted Sample	656	-	-	-	-	200	458	38	29	-	656	433	227
Total	675	-	-	-	-	187	488	35	24	-	675	417	257
SWITCHED IN LAST 12 MONTHS	24	**	**	**	**	24	-	**	**	**	24	17	7
	4%	**	**	**	**	13%	-%	**	**	**	4%	4%	3%
						b							
CURRENTLY LOOKING FOR A NEW DEAL	10	**	**	**	**	9	2	**	**	**	10	8	3
	2%	**	**	**	**	5%	*%	**	**	**	2%	2%	1%
						b							
NEITHER	642	**	**	**	**	156	486	**	**	**	642	394	248
	95%	**	**	**	**	83%	100%	**	**	**	95%	95%	96%
						a							

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	761	425	-	-	112	224	28	198	322	548	212	59	126	260	374
Effective Weighted Sample	656	409	-	-	105	174	24	177	281	482	174	44	110	234	312
Total	675	342	-	-	98	235	21	181	282	483	190	63	105	231	338
SWITCHED IN LAST 12 MONTHS	24	14	**	**	5	5	**	5	11	20	4	**	4	12	8
	4%	4%	**	**	5%	2%	**	3%	4%	4%	2%	**	3%	5%	2%
CURRENTLY LOOKING FOR A NEW DEAL	10	1	**	**	*	9	**	5	2	10	-	**	5	3	1
	2%	*%	**	**	*%	4%	**	3%	1%	2%	-%	**	5%	1%	*%
						a							c		
NEITHER	642	327	**	**	92	223	**	171	268	455	186	**	98	215	328
	95%	96%	**	**	95%	95%	**	94%	95%	94%	98%	**	93%	93%	97%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	761	418	333	233	218	106	199	641	68	32	20	117	308	263	230	427
Effective Weighted Sample	656	357	290	204	200	96	165	550	57	30	19	96	262	235	194	367
Total	675	382	284	192	183	130	167	567	61	29	18	109	279	222	208	376
SWITCHED IN LAST 12 MONTHS	24	13	11	6	6	6	6	18	**	**	**	6	10	6	9	12
	4%	3%	4%	3%	3%	5%	3%	3%	**	**	**	5%	4%	3%	4%	3%
CURRENTLY LOOKING FOR A NEW DEAL	10	5	6	5	1	-	4	7	**	**	**	3	5	1	3	4
	2%	1%	2%	2%	1%	-%	2%	1%	**	**	**	3%	2%	1%	1%	1%
NEITHER	642	365	268	182	175	123	158	542	**	**	**	102	265	215	198	360
	95%	96%	94%	95%	96%	95%	95%	96%	**	**	**	94%	95%	97%	95%	96%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	933	-	933	139	794	515	418	134	98	844	22	861	5	531	335	102
Effective Weighted Sample	874	-	874	130	744	480	395	118	94	792	21	807	5	496	316	95
Total	749	-	749	113	636	403	346	96	80	673	22	690	5	422	273	81
SWITCHED ANY SERVICE IN LAST 12 MONTHS	123	**	123	21	102	112	11	96	**	108	**	113	**	80	35	23
	16%	**	16%	18%	16%	28% b	3%	100% ab	**	16%	**	16%	**	19%	13%	28% b
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	101	**	101	15	86	92	9	83	**	89	**	94	**	66	30	19
	14%	**	14%	14%	14%	23% b	3%	86% ab	**	13%	**	14%	**	16%	11%	23% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	933	-	933	139	794	545	388	148	107	226	22	243	5
Effective Weighted Sample	874	-	874	130	744	507	367	131	101	212	21	227	5
Total	749	-	749	113	636	432	317	107	86	202	22	219	5
SWITCHED ANY SERVICE IN LAST 12 MONTHS	123	**	123	21	102	117	6	107	86	33	**	38	**
	16%	**	16%	18%	16%	27%	2%	100%	100%	16%	**	17%	**
						b		ab	ab				
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	101	**	101	15	86	97	4	88	86	26	**	30	**
	14%	**	14%	14%	14%	23%	1%	82%	100%	13%	**	14%	**
						b		ab	abc				

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	933	75	173	18	10	123	302	18	17	248	425	646	287
Effective Weighted Sample	874	67	166	15	9	118	291	17	16	232	409	605	270
Total	749	63	161	12	8	100	242	15	14	225	342	528	221
SWITCHED ANY SERVICE IN LAST 12 MONTHS	123	**	25	**	**	18	31	**	**	40	50	101	21
	16%	**	16%	**	**	18%	13%	**	**	18%	15%	19% b	10%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	101	**	23	**	**	17	27	**	**	32	44	83	18
	14%	**	14%	**	**	17%	11%	**	**	14%	13%	16% b	8%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	933	933	-	-	22	-	25	277	382	684	248	62	153	348	431
Effective Weighted Sample	874	874	-	-	21	-	23	255	363	639	236	59	140	325	410
Total	749	749	-	-	22	-	19	240	301	560	187	46	124	290	334
SWITCHED ANY SERVICE IN LAST 12 MONTHS	123	123	**	**	**	**	**	52	46	105	17	**	31	52	39
	16%	16%	**	**	**	**	**	22% e	15%	19% e	9%	**	25% c	18%	12%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	101	101	**	**	**	**	**	42	39	84	17	**	21	44	36
	14%	14%	**	**	**	**	**	17% e	13%	15%	9%	**	17%	15%	11%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	933	492	434	300	266	131	229	747	102	52	32	118	393	335	251	527
Effective Weighted Sample	874	463	406	289	256	125	221	699	95	50	30	109	363	321	233	496
Total	749	404	338	226	215	143	159	593	85	43	27	95	313	271	195	428
SWITCHED ANY SERVICE IN LAST 12 MONTHS	123	73	47	33	39	27	24	99	14	**	**	23	51	38	32	61
	16%	18%	14%	14%	18%	19%	15%	17%	16%	**	**	24%	16%	14%	17%	14%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	101	60	39	25	31	24	21	80	12	**	**	19	43	32	28	51
	14%	15%	12%	11%	14%	17%	13%	14%	14%	**	**	20%	14%	12%	15%	12%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	933	-	933	139	794	515	418	134	98	844	22	861	5	531	335	102
Effective Weighted Sample	874	-	874	130	744	480	395	118	94	792	21	807	5	496	316	95
Total	749	-	749	113	636	403	346	96	80	673	22	690	5	422	273	81
Received a discount	103	**	103	13	90	57	46	13	**	93	**	95	**	66	32	16
	14%	**	14%	12%	14%	14%	13%	13%	**	14%	**	14%	**	16%	12%	19%
Added extra or improved services	62	**	62	12	50	34	28	7	**	59	**	59	**	40	19	8
	8%	**	8%	11%	8%	9%	8%	7%	**	9%	**	8%	**	9%	7%	9%
Reduced or downgraded services	29	**	29	5	24	16	13	3	**	27	**	27	**	17	10	6
	4%	**	4%	4%	4%	4%	4%	3%	**	4%	**	4%	**	4%	4%	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	162	**	162	23	139	90	73	19	**	148	**	150	**	101	52	25
	22%	**	22%	21%	22%	22%	21%	20%	**	22%	**	22%	**	24%	19%	31%
																b
ALL 3 CHANGES	3	**	3	-	3	2	1	-	**	3	**	3	**	3	-	-
	*%	**	*%	-%	*%	*%	*%	-%	**	*%	**	*%	**	1%	-%	-%
DISCOUNT AND EXTRA SERVICES	15	**	15	4	11	7	8	3	**	15	**	15	**	9	6	1
	2%	**	2%	4%	2%	2%	2%	3%	**	2%	**	2%	**	2%	2%	1%
DISCOUNT AND REDUCED SERVICES	8	**	8	1	6	4	3	*	**	7	**	7	**	4	2	2
	1%	**	1%	1%	1%	1%	1%	*%	**	1%	**	1%	**	1%	1%	2%
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	1	1	2	1	*	**	2	**	2	**	2	-	1
	*%	**	*%	1%	*%	*%	*%	*%	**	*%	**	*%	**	1%	-%	1%
DISCOUNT ONLY	77	**	77	8	70	43	34	10	**	68	**	70	**	49	24	13
	10%	**	10%	7%	11%	11%	10%	10%	**	10%	**	10%	**	12%	9%	16%
EXTRA SERVICES ONLY	42	**	42	6	35	24	18	4	**	38	**	38	**	25	13	6
	6%	**	6%	6%	6%	6%	5%	4%	**	6%	**	5%	**	6%	5%	7%
REDUCED SERVICES ONLY	15	**	15	2	13	8	7	2	**	15	**	15	**	7	8	3
	2%	**	2%	2%	2%	2%	2%	2%	**	2%	**	2%	**	2%	3%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	933	-	933	139	794	515	418	134	98	844	22	861	5	531	335	102
Effective Weighted Sample	874	-	874	130	744	480	395	118	94	792	21	807	5	496	316	95
Total	749	-	749	113	636	403	346	96	80	673	22	690	5	422	273	81
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	90 12%	** **	90 12%	90 79% b	- -%	34 8%	55 16% a	11 11%	** **	81 12%	** **	83 12%	** **	52 12%	31 11%	8 9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	933	-	933	139	794	545	388	148	107	226	22	243	5
Effective Weighted Sample	874	-	874	130	744	507	367	131	101	212	21	227	5
Total	749	-	749	113	636	432	317	107	86	202	22	219	5
Received a discount	103	**	103	13	90	57	46	15	10	24	**	26	**
	14%	**	14%	12%	14%	13%	15%	14%	12%	12%	**	12%	**
Added extra or improved services	62	**	62	12	50	38	24	8	5	22	**	22	**
	8%	**	8%	11%	8%	9%	8%	7%	6%	11%	**	10%	**
Reduced or downgraded services	29	**	29	5	24	15	13	3	2	11	**	11	**
	4%	**	4%	4%	4%	4%	4%	3%	2%	5%	**	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	162	**	162	23	139	94	69	22	16	43	**	45	**
	22%	**	22%	21%	22%	22%	22%	20%	18%	21%	**	21%	**
ALL 3 CHANGES	3	**	3	-	3	2	1	-	-	2	**	2	**
	*%	**	*%	-%	*%	1%	*%	-%	-%	1%	**	1%	**
DISCOUNT AND EXTRA SERVICES	15	**	15	4	11	8	8	3	2	6	**	6	**
	2%	**	2%	4%	2%	2%	2%	3%	2%	3%	**	3%	**
DISCOUNT AND REDUCED SERVICES	8	**	8	1	6	3	5	*	-	1	**	1	**
	1%	**	1%	1%	1%	1%	2%	*%	-%	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	1	1	2	1	1	-	2	**	2	**
	*%	**	*%	1%	*%	*%	*%	1%	-%	1%	**	1%	**
DISCOUNT ONLY	77	**	77	8	70	44	33	12	8	15	**	17	**
	10%	**	10%	7%	11%	10%	10%	11%	10%	7%	**	8%	**
EXTRA SERVICES ONLY	42	**	42	6	35	26	15	4	3	12	**	12	**
	6%	**	6%	6%	6%	6%	5%	4%	4%	6%	**	5%	**
REDUCED SERVICES ONLY	15	**	15	2	13	9	7	2	2	5	**	5	**
	2%	**	2%	2%	2%	2%	2%	2%	2%	2%	**	2%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	933	-	933	139	794	545	388	148	107	226	22	243	5
Effective Weighted Sample	874	-	874	130	744	507	367	131	101	212	21	227	5
Total	749	-	749	113	636	432	317	107	86	202	22	219	5
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	90	**	90	90	-	41	49	7	6	34	**	36	**
	12%	**	12%	79%	-%	9%	15%	7%	7%	17%	**	16%	**
				b			ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	933	75	173	18	10	123	302	18	17	248	425	646	287
Effective Weighted Sample	874	67	166	15	9	118	291	17	16	232	409	605	270
Total	749	63	161	12	8	100	242	15	14	225	342	528	221
Received a discount	103	**	17	**	**	19	29	**	**	29	48	76	27
	14%	**	10%	**	**	19%	12%	**	**	13%	14%	14%	12%
Added extra or improved services	62	**	16	**	**	6	21	**	**	22	27	50	13
	8%	**	10%	**	**	6%	9%	**	**	10%	8%	9%	6%
Reduced or downgraded services	29	**	4	**	**	2	8	**	**	11	9	23	5
	4%	**	2%	**	**	2%	3%	**	**	5%	3%	4%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	162	**	28	**	**	24	49	**	**	48	73	125	37
	22%	**	17%	**	**	24%	20%	**	**	21%	21%	24%	17%
ALL 3 CHANGES	3	**	1	**	**	-	1	**	**	2	1	2	1
	*%	**	1%	**	**	-%	*%	**	**	1%	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	15	**	5	**	**	2	5	**	**	6	7	13	3
	2%	**	3%	**	**	2%	2%	**	**	3%	2%	2%	1%
DISCOUNT AND REDUCED SERVICES	8	**	-	**	**	1	2	**	**	1	3	5	2
	1%	**	-%	**	**	1%	1%	**	**	1%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	2	**	1	**	**	-	-	**	**	2	-	2	1
	*%	**	1%	**	**	-%	-%	**	**	1%	-%	*%	*%
DISCOUNT ONLY	77	**	10	**	**	16	21	**	**	20	37	56	21
	10%	**	6%	**	**	16%	9%	**	**	9%	11%	11%	10%
EXTRA SERVICES ONLY	42	**	8	**	**	4	16	**	**	12	20	33	8
	6%	**	5%	**	**	4%	6%	**	**	5%	6%	6%	4%
REDUCED SERVICES ONLY	15	**	2	**	**	1	5	**	**	5	6	14	1
	2%	**	1%	**	**	1%	2%	**	**	2%	2%	3%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	933	75	173	18	10	123	302	18	17	248	425	646	287
Effective Weighted Sample	874	67	166	15	9	118	291	17	16	232	409	605	270
Total	749	63	161	12	8	100	242	15	14	225	342	528	221
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	90	**	24	**	**	5	25	**	**	36	30	63	27
	12%	**	15%	**	**	5%	10%	**	**	16% b	9%	12%	12%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	933	933	-	-	22	-	25	277	382	684	248	62	153	348	431
Effective Weighted Sample	874	874	-	-	21	-	23	255	363	639	236	59	140	325	410
Total	749	749	-	-	22	-	19	240	301	560	187	46	124	290	334
Received a discount	103	103	**	**	**	**	**	31	43	80	23	**	22	45	36
	14%	14%	**	**	**	**	**	13%	14%	14%	12%	**	18%	15%	11%
Added extra or improved services	62	62	**	**	**	**	**	22	24	48	14	**	11	30	21
	8%	8%	**	**	**	**	**	9%	8%	9%	8%	**	9%	10%	6%
Reduced or downgraded services	29	29	**	**	**	**	**	12	8	20	8	**	6	8	14
	4%	4%	**	**	**	**	**	5%	3%	4%	4%	**	5%	3%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	162	162	**	**	**	**	**	54	65	125	38	**	32	72	59
	22%	22%	**	**	**	**	**	23%	21%	22%	20%	**	25%	25%	18%
ALL 3 CHANGES	3	3	**	**	**	**	**	2	1	2	1	**	-	2	1
	*%	*%	**	**	**	**	**	1%	*%	*%	*%	**	-%	1%	*%
DISCOUNT AND EXTRA SERVICES	15	15	**	**	**	**	**	3	6	12	4	**	6	5	5
	2%	2%	**	**	**	**	**	1%	2%	2%	2%	**	5%	2%	1%
DISCOUNT AND REDUCED SERVICES	8	8	**	**	**	**	**	3	2	5	2	**	2	1	4
	1%	1%	**	**	**	**	**	1%	1%	1%	1%	**	2%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	2	2	**	**	**	**	**	2	1	2	-	**	*	1	1
	*%	*%	**	**	**	**	**	1%	*%	*%	-%	**	*%	*%	*%
DISCOUNT ONLY	77	77	**	**	**	**	**	24	34	62	16	**	14	38	25
	10%	10%	**	**	**	**	**	10%	11%	11%	8%	**	12%	13%	8%
EXTRA SERVICES ONLY	42	42	**	**	**	**	**	15	16	32	10	**	5	22	14
	6%	6%	**	**	**	**	**	6%	5%	6%	5%	**	4%	8%	4%
REDUCED SERVICES ONLY	15	15	**	**	**	**	**	6	5	10	5	**	4	4	8
	2%	2%	**	**	**	**	**	2%	1%	2%	3%	**	3%	1%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	90	90	**	**	**	**	**	28	39	71	18	**	9	40	40
	12%	12%	**	**	**	**	**	12%	13%	13%	10%	**	8%	14%	12%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	933	492	434	300	266	131	229	747	102	52	32	118	393	335	251	527
Effective Weighted Sample	874	463	406	289	256	125	221	699	95	50	30	109	363	321	233	496
Total	749	404	338	226	215	143	159	593	85	43	27	95	313	271	195	428
Received a discount	103	57	46	35	28	23	16	81	11	**	**	13	36	46	26	57
	14%	14%	14%	15%	13%	16%	10%	14%	13%	**	**	14%	11%	17%	14%	13%
Added extra or improved services	62	36	27	21	17	15	10	46	11	**	**	4	21	29	13	40
	8%	9%	8%	9%	8%	11%	6%	8%	13%	**	**	4%	7%	11%	7%	9%
Reduced or downgraded services	29	18	11	10	6	7	5	21	6	**	**	1	15	9	5	19
	4%	4%	3%	5%	3%	5%	3%	4%	6%	**	**	1%	5%	3%	3%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	162	91	72	56	44	35	25	127	21	**	**	17	58	72	40	93
	22%	22%	21%	25%	21%	24%	16%	21%	24%	**	**	18%	18%	26%	21%	22%
ALL 3 CHANGES	3	2	1	-	-	2	1	1	2	**	**	-	2	-	-	3
	*%	1%	*%	-%	-%	1%	1%	*%	2%	**	**	-%	1%	-%	-%	1%
DISCOUNT AND EXTRA SERVICES	15	8	7	4	5	5	1	11	2	**	**	1	6	7	3	10
	2%	2%	2%	2%	2%	4%	1%	2%	2%	**	**	1%	2%	3%	2%	2%
DISCOUNT AND REDUCED SERVICES	8	5	2	4	1	2	1	6	1	**	**	-	3	5	1	6
	1%	1%	1%	2%	*%	2%	*%	1%	1%	**	**	-%	1%	2%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	2	2	1	2	1	-	-	1	1	**	**	-	1	1	*	1
	*%	*%	*%	1%	*%	-%	-%	*%	1%	**	**	-%	*%	*%	*%	*%
DISCOUNT ONLY	77	41	36	27	22	14	13	63	6	**	**	12	25	34	22	38
	10%	10%	11%	12%	10%	10%	8%	11%	8%	**	**	12%	8%	13%	11%	9%
EXTRA SERVICES ONLY	42	24	18	15	11	8	7	33	7	**	**	3	12	21	9	26
	6%	6%	5%	7%	5%	6%	5%	6%	8%	**	**	3%	4%	8%	5%	6%
REDUCED SERVICES ONLY	15	9	7	4	4	4	3	13	2	**	**	1	9	4	4	9
	2%	2%	2%	2%	2%	2%	2%	2%	2%	**	**	1%	3%	1%	2%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	933	492	434	300	266	131	229	747	102	52	32	118	393	335	251	527
Effective Weighted Sample	874	463	406	289	256	125	221	699	95	50	30	109	363	321	233	496
Total	749	404	338	226	215	143	159	593	85	43	27	95	313	271	195	428
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	90	48	40	26	28	13	22	72	11	**	**	11	29	36	18	52
	12%	12%	12%	12%	13%	9%	14%	12%	12%	**	**	12%	9%	13%	9%	12%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE ~a	SIMPLE BUNDLE b	STAND- ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	STAND- ALONE a	SIMPLE BUNDLE ~b	STAND- ALONE a	REGARD BUNDLE ~b	EVER a	NEVER b	LAST 12 M'S c
Significance Level: 99%																
Unweighted total	933	-	933	139	794	515	418	134	98	844	22	861	5	531	335	102
Effective Weighted Sample	874	-	874	130	744	480	395	118	94	792	21	807	5	496	316	95
Total	749	-	749	113	636	403	346	96	80	673	22	690	5	422	273	81
Received a discount	22	**	22	4	17	13	8	4	**	19	**	19	**	12	7	1
	3%	**	3%	4%	3%	3%	2%	4%	**	3%	**	3%	**	3%	2%	1%
Added extra or improved services	23	**	23	4	19	10	13	2	**	22	**	22	**	15	7	2
	3%	**	3%	3%	3%	2%	4%	2%	**	3%	**	3%	**	4%	3%	2%
Reduced or downgraded services	2	**	2	2	-	2	-	2	**	1	**	1	**	1	-	1
	*%	**	*%	2%	-%	*%	-%	2%	**	*%	**	*%	**	*%	-%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	**	42	9	33	23	19	7	**	40	**	40	**	27	13	3
	6%	**	6%	8%	5%	6%	5%	7%	**	6%	**	6%	**	6%	5%	4%
DISCOUNT AND EXTRA SERVICES	3	**	3	-	3	1	2	-	**	2	**	2	**	1	1	1
	*%	**	*%	-%	*%	*%	1%	-%	**	*%	**	*%	**	*%	*%	1%
DISCOUNT AND REDUCED SERVICES	1	**	1	1	-	1	-	1	**	-	**	-	**	-	-	-
	*%	**	*%	1%	-%	*%	-%	1%	**	-%	**	-%	**	-%	-%	-%
DISCOUNT ONLY	18	**	18	3	14	12	6	3	**	17	**	17	**	11	6	-
	2%	**	2%	3%	2%	3%	2%	3%	**	2%	**	2%	**	3%	2%	-%
EXTRA SERVICES ONLY	20	**	20	4	16	9	11	2	**	20	**	20	**	13	6	1
	3%	**	3%	3%	2%	2%	3%	2%	**	3%	**	3%	**	3%	2%	1%
REDUCED SERVICES ONLY	1	**	1	1	-	1	-	1	**	1	**	1	**	1	-	1
	*%	**	*%	1%	-%	*%	-%	1%	**	*%	**	*%	**	*%	-%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	**	104	104	-	47	57	14	**	95	**	97	**	58	39	10
	14%	**	14%	92%	-%	12%	16%	15%	**	14%	**	14%	**	14%	14%	12%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	~b	a	~b
Unweighted total	933	-	933	139	794	545	388	148	107	226	22	243	5
Effective Weighted Sample	874	-	874	130	744	507	367	131	101	212	21	227	5
Total	749	-	749	113	636	432	317	107	86	202	22	219	5
Received a discount	22	**	22	4	17	15	7	3	1	5	**	5	**
	3%	**	3%	4%	3%	3%	2%	3%	1%	3%	**	2%	**
Added extra or improved services	23	**	23	4	19	13	9	1	-	8	**	8	**
	3%	**	3%	3%	3%	3%	3%	1%	-%	4%	**	3%	**
Reduced or downgraded services	2	**	2	2	-	2	-	1	1	-	**	-	**
	*%	**	*%	2%	-%	*%	-%	1%	1%	-%	**	-%	**
b													
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	**	42	9	33	28	15	5	2	13	**	13	**
	6%	**	6%	8%	5%	6%	5%	5%	2%	6%	**	6%	**
DISCOUNT AND EXTRA SERVICES	3	**	3	-	3	2	1	-	-	-	**	-	**
	*%	**	*%	-%	*%	*%	*%	-%	-%	-%	**	-%	**
DISCOUNT AND REDUCED SERVICES	1	**	1	1	-	1	-	-	-	-	**	-	**
	*%	**	*%	1%	-%	*%	-%	-%	-%	-%	**	-%	**
DISCOUNT ONLY	18	**	18	3	14	13	5	3	1	5	**	5	**
	2%	**	2%	3%	2%	3%	2%	3%	1%	3%	**	2%	**
EXTRA SERVICES ONLY	20	**	20	4	16	12	8	1	-	8	**	8	**
	3%	**	3%	3%	2%	3%	2%	1%	-%	4%	**	3%	**
REDUCED SERVICES ONLY	1	**	1	1	-	1	-	1	1	-	**	-	**
	*%	**	*%	1%	-%	*%	-%	1%	1%	-%	**	-%	**
b													
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	**	104	104	-	51	53	12	9	39	**	41	**
	14%	**	14%	92%	-%	12%	17%	11%	10%	19%	**	19%	**
b													

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	933	75	173	18	10	123	302	18	17	248	425	646	287
Effective Weighted Sample	874	67	166	15	9	118	291	17	16	232	409	605	270
Total	749	63	161	12	8	100	242	15	14	225	342	528	221
Received a discount	22	**	3	**	**	2	7	**	**	5	10	15	6
	3%	**	2%	**	**	2%	3%	**	**	2%	3%	3%	3%
Added extra or improved services	23	**	5	**	**	5	9	**	**	8	14	19	4
	3%	**	3%	**	**	5%	4%	**	**	3%	4%	4%	2%
Reduced or downgraded services	2	**	-	**	**	1	-	**	**	-	1	2	-
	*%	**	-%	**	**	1%	-%	**	**	-%	*%	*%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	**	8	**	**	8	14	**	**	13	22	34	8
	6%	**	5%	**	**	8%	6%	**	**	6%	6%	6%	4%
DISCOUNT AND EXTRA SERVICES	3	**	-	**	**	-	3	**	**	-	3	1	2
	*%	**	-%	**	**	-%	1%	**	**	-%	1%	*%	1%
DISCOUNT AND REDUCED SERVICES	1	**	-	**	**	-	-	**	**	-	-	1	-
	*%	**	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
DISCOUNT ONLY	18	**	3	**	**	2	4	**	**	5	7	13	4
	2%	**	2%	**	**	2%	2%	**	**	2%	2%	3%	2%
EXTRA SERVICES ONLY	20	**	5	**	**	5	6	**	**	8	11	17	2
	3%	**	3%	**	**	5%	3%	**	**	3%	3%	3%	1%
REDUCED SERVICES ONLY	1	**	-	**	**	1	-	**	**	-	1	1	-
	*%	**	-%	**	**	1%	-%	**	**	-%	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	**	27	**	**	7	28	**	**	41	35	74	30
	14%	**	17%	**	**	7%	12%	**	**	18% b	10%	14%	14%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	933	933	-	-	22	-	25	277	382	684	248	62	153	348	431
Effective Weighted Sample	874	874	-	-	21	-	23	255	363	639	236	59	140	325	410
Total	749	749	-	-	22	-	19	240	301	560	187	46	124	290	334
Received a discount	22	22	**	**	**	**	**	5	8	14	7	**	4	7	11
	3%	3%	**	**	**	**	**	2%	2%	3%	4%	**	3%	2%	3%
Added extra or improved services	23	23	**	**	**	**	**	4	8	13	10	**	2	8	13
	3%	3%	**	**	**	**	**	2%	2%	2%	5%	**	1%	3%	4%
Reduced or downgraded services	2	2	**	**	**	**	**	2	-	2	-	**	2	-	-
	*%	*%	**	**	**	**	**	1%	-%	*%	-%	**	1%	-%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	42	**	**	**	**	**	11	14	27	15	**	7	14	21
	6%	6%	**	**	**	**	**	4%	5%	5%	8%	**	5%	5%	6%
DISCOUNT AND EXTRA SERVICES	3	3	**	**	**	**	**	-	1	1	2	**	-	-	3
	*%	*%	**	**	**	**	**	-%	*%	*%	1%	**	-%	-%	1%
DISCOUNT AND REDUCED SERVICES	1	1	**	**	**	**	**	1	-	1	-	**	1	-	-
	*%	*%	**	**	**	**	**	*%	-%	*%	-%	**	1%	-%	-%
DISCOUNT ONLY	18	18	**	**	**	**	**	5	6	12	6	**	3	7	8
	2%	2%	**	**	**	**	**	2%	2%	2%	3%	**	2%	2%	2%
EXTRA SERVICES ONLY	20	20	**	**	**	**	**	4	6	11	8	**	2	8	10
	3%	3%	**	**	**	**	**	2%	2%	2%	4%	**	1%	3%	3%
REDUCED SERVICES ONLY	1	1	**	**	**	**	**	1	-	1	-	**	1	-	-
	*%	*%	**	**	**	**	**	*%	-%	*%	-%	**	1%	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	104	**	**	**	**	**	35	45	82	22	**	12	49	43
	14%	14%	**	**	**	**	**	14%	15%	15%	12%	**	10%	17%	13%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	933	492	434	300	266	131	229	747	102	52	32	118	393	335	251	527
Effective Weighted Sample	874	463	406	289	256	125	221	699	95	50	30	109	363	321	233	496
Total	749	404	338	226	215	143	159	593	85	43	27	95	313	271	195	428
Received a discount	22	14	7	6	6	2	7	17	3	**	**	3	9	7	4	11
	3%	3%	2%	3%	3%	2%	4%	3%	4%	**	**	3%	3%	2%	2%	3%
Added extra or improved services	23	20	2	6	5	6	5	18	2	**	**	2	10	8	11	8
	3%	5%	1%	3%	2%	4%	3%	3%	2%	**	**	2%	3%	3%	6%	2%
		b													b	
Reduced or downgraded services	2	1	1	-	1	1	-	2	-	**	**	-	-	-	1	-
	*%	*%	*%	-%	*%	1%	-%	*%	-%	**	**	-%	-%	-%	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	31	11	11	10	10	11	35	4	**	**	5	19	13	15	18
	6%	8%	3%	5%	5%	7%	7%	6%	5%	**	**	5%	6%	5%	7%	4%
		b														
DISCOUNT AND EXTRA SERVICES	3	3	-	1	1	-	2	2	1	**	**	-	1	1	2	1
	*%	1%	-%	*%	*%	-%	1%	*%	1%	**	**	-%	*%	1%	1%	*%
DISCOUNT AND REDUCED SERVICES	1	1	-	-	1	-	-	1	-	**	**	-	-	-	-	-
	*%	*%	-%	-%	*%	-%	-%	*%	-%	**	**	-%	-%	-%	-%	-%
DISCOUNT ONLY	18	10	7	5	5	2	5	14	3	**	**	3	8	5	2	11
	2%	3%	2%	2%	2%	2%	3%	2%	3%	**	**	3%	3%	2%	1%	2%
EXTRA SERVICES ONLY	20	17	2	5	4	6	4	16	1	**	**	2	9	7	10	7
	3%	4%	1%	2%	2%	4%	2%	3%	1%	**	**	2%	3%	3%	5%	2%
		b													b	
REDUCED SERVICES ONLY	1	-	1	-	-	1	-	1	-	**	**	-	-	-	1	-
	*%	-%	*%	-%	-%	1%	-%	*%	-%	**	**	-%	-%	-%	1%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	57	46	31	32	18	23	82	12	**	**	12	34	43	19	61
	14%	14%	13%	14%	15%	12%	15%	14%	14%	**	**	12%	11%	16%	10%	14%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	~b	a	~b	a	b	~c
Unweighted total	843	-	843	-	843	482	361	116	84	724	60	779	5	484	300	92
Effective Weighted Sample	785	-	785	-	785	447	338	101	80	674	57	726	5	453	278	86
Total	686	-	686	-	686	385	301	84	70	581	58	634	5	389	250	76
SWITCHED ANY SERVICE IN LAST 12 MONTHS	108	**	108	**	108	98	9	84	**	92	**	99	**	68	33	**
	16%	**	16%	**	16%	26% b	3%	100% ab	**	16%	**	16%	**	18%	13%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	91	**	91	**	91	83	8	73	**	78	**	84	**	58	29	**
	13%	**	13%	**	13%	21% b	3%	86% ab	**	13%	**	13%	**	15%	12%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	~b	a	~b
Unweighted total	843	-	843	-	843	508	335	133	98	186	32	213	5
Effective Weighted Sample	785	-	785	-	785	468	316	117	92	174	29	197	5
Total	686	-	686	-	686	410	276	97	80	168	35	198	5
SWITCHED ANY SERVICE IN LAST 12 MONTHS	108	**	108	**	108	103	5	97	**	25	**	31	**
	16%	**	16%	**	16%	25%	2%	100%	**	15%	**	15%	**
						b		ab					
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	91	**	91	**	91	87	4	82	**	20	**	25	**
	13%	**	13%	**	13%	21%	2%	84%	**	12%	**	13%	**
						b		ab					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	843	70	148	12	7	122	279	18	16	218	401	580	263
Effective Weighted Sample	785	62	140	9	6	117	268	17	15	202	385	541	245
Total	686	64	140	9	6	98	226	14	13	203	324	482	204
SWITCHED ANY SERVICE IN LAST 12 MONTHS	108	**	21	**	**	17	29	**	**	33	46	88	20
	16%	**	15%	**	**	17%	13%	**	**	16%	14%	18% b	10%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	91	**	18	**	**	15	27	**	**	27	42	74	17
	13%	**	13%	**	**	16%	12%	**	**	13%	13%	15% b	8%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	843	794	9	3	57	-	18	243	350	611	231	54	137	302	403
Effective Weighted Sample	785	744	8	3	54	-	17	221	331	567	218	52	125	281	379
Total	686	636	13	2	55	-	15	211	283	508	177	40	112	254	319
SWITCHED ANY SERVICE IN LAST 12 MONTHS	108	102	**	**	**	**	**	45	41	91	17	**	26	42	40
	16%	16%	**	**	**	**	**	21% e	14%	18% e	10%	**	23% c	16%	12%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	91	86	**	**	**	**	**	36	35	75	16	**	19	37	36
	13%	14%	**	**	**	**	**	17%	12%	15%	9%	**	17%	14%	11%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	843	443	395	273	240	120	202	671	90	51	31	111	365	298	241	474
Effective Weighted Sample	785	416	364	263	230	113	193	624	83	49	29	101	335	285	222	444
Total	686	369	313	207	197	134	142	542	74	43	26	91	298	242	191	392
SWITCHED ANY SERVICE IN LAST 12 MONTHS	108	68	38	27	34	26	19	82	**	**	**	23	43	36	32	51
	16%	18%	12%	13%	17%	20%	14%	15%	**	**	**	25% b	14%	15%	17%	13%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	91	58	31	22	29	23	17	69	**	**	**	20	36	31	28	43
	13%	16%	10%	10%	14%	17%	12%	13%	**	**	**	22%	12%	13%	14%	11%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	549	-	549	36	513	332	217	62	40	520	-	520	-	274	246	62
Effective Weighted Sample	518	-	518	35	484	311	208	52	38	491	-	491	-	257	234	55
Total	813	-	813	57	756	477	336	74	59	772	-	772	-	401	371	85
SWITCHED ANY SERVICE IN LAST 12 MONTHS	97	**	97	**	96	85	12	**	**	92	**	92	**	54	39	**
	12%	**	12%	**	13%	18%	4%	**	**	12%	**	12%	**	13%	10%	**
						b										
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	78	**	78	**	76	70	8	**	**	74	**	74	**	40	33	**
	10%	**	10%	**	10%	15%	2%	**	**	10%	**	10%	**	10%	9%	**
						b										

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	549	-	549	30	519	301	248	60	39	-	549	38	511
Effective Weighted Sample	518	-	518	29	489	281	237	50	37	-	518	36	482
Total	813	-	813	47	766	434	379	70	56	-	813	58	755
SWITCHED ANY SERVICE IN LAST 12 MONTHS	97	**	97	**	95	84	13	**	**	**	97	**	92
	12%	**	12%	**	12%	19%	3%	**	**	**	12%	**	12%
						b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	78	**	78	**	75	68	10	**	**	**	78	**	73
	10%	**	10%	**	10%	16%	3%	**	**	**	10%	**	10%
						b							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	549	264	285	48	30	-	-	-	-	549	-	428	121
Effective Weighted Sample	518	245	273	40	28	-	-	-	-	518	-	403	115
Total	813	380	433	55	42	-	-	-	-	813	-	640	173
SWITCHED ANY SERVICE IN LAST 12 MONTHS	97	74	24	**	**	**	**	**	**	97	**	82	16
	12%	19%	5%	**	**	**	**	**	**	12%	**	13%	9%
		b											
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	78	57	20	**	**	**	**	**	**	78	**	65	13
	10%	15%	5%	**	**	**	**	**	**	10%	**	10%	7%
		b											

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	549	-	549	-	-	-	16	178	237	431	116	31	84	224	239
Effective Weighted Sample	518	-	518	-	-	-	14	166	227	405	112	29	76	211	230
Total	813	-	813	-	-	-	20	282	348	649	161	42	129	336	346
SWITCHED ANY SERVICE IN LAST 12 MONTHS	97	**	97	**	**	**	**	41	33	82	15	**	**	39	33
	12%	**	12%	**	**	**	**	14%	9%	13%	9%	**	**	12%	10%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	78	**	78	**	**	**	**	28	29	64	13	**	**	31	28
	10%	**	10%	**	**	**	**	10%	8%	10%	8%	**	**	9%	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	549	277	267	164	167	84	129	444	58	27	20	83	234	191	167	298
Effective Weighted Sample	518	262	253	158	162	79	127	419	55	26	19	77	220	183	156	284
Total	813	430	377	222	251	163	169	655	91	39	28	120	356	279	234	452
SWITCHED ANY SERVICE IN LAST 12 MONTHS	97	54	43	22	26	**	22	81	**	**	**	**	36	32	35	44
	12%	13%	11%	10%	10%	**	13%	12%	**	**	**	**	10%	11%	15%	10%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	78	40	38	14	23	**	19	63	**	**	**	**	26	27	26	39
	10%	9%	10%	6%	9%	**	11%	10%	**	**	**	**	7%	10%	11%	9%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	549	-	549	36	513	332	217	62	40	520	-	520	-	274	246	62
Effective Weighted Sample	518	-	518	35	484	311	208	52	38	491	-	491	-	257	234	55
Total	813	-	813	57	756	477	336	74	59	772	-	772	-	401	371	85
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	90 11%	** **	90 11%	** **	88 12%	82 17% b	8 2%	** **	** **	85 11%	** **	85 11%	** **	50 13%	34 9%	** **
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73 9%	** **	73 9%	** **	71 9%	68 14% b	5 1%	** **	** **	69 9%	** **	69 9%	** **	39 10%	30 8%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	549	-	549	30	519	301	248	60	39	-	549	38	511
Effective Weighted Sample	518	-	518	29	489	281	237	50	37	-	518	36	482
Total	813	-	813	47	766	434	379	70	56	-	813	58	755
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	90	**	90	**	88	78	12	**	**	**	90	**	86
	11%	**	11%	**	12%	18%	3%	**	**	**	11%	**	11%
						b							
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73	**	73	**	71	63	10	**	**	**	73	**	70
	9%	**	9%	**	9%	14%	3%	**	**	**	9%	**	9%
						b							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	549	264	285	48	30	-	-	-	-	549	-	428	121
Effective Weighted Sample	518	245	273	40	28	-	-	-	-	518	-	403	115
Total	813	380	433	55	42	-	-	-	-	813	-	640	173
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	90	66	24	**	**	**	**	**	**	90	**	76	14
	11%	17%	5%	**	**	**	**	**	**	11%	**	12%	8%
		b											
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73	52	20	**	**	**	**	**	**	73	**	61	11
	9%	14%	5%	**	**	**	**	**	**	9%	**	10%	6%
		b											

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	549	-	549	-	-	-	16	178	237	431	116	31	84	224	239
Effective Weighted Sample	518	-	518	-	-	-	14	166	227	405	112	29	76	211	230
Total	813	-	813	-	-	-	20	282	348	649	161	42	129	336	346
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	90	**	90	**	**	**	**	36	31	77	13	**	**	35	31
	11%	**	11%	**	**	**	**	13%	9%	12%	8%	**	**	10%	9%
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73	**	73	**	**	**	**	27	27	61	11	**	**	29	26
	9%	**	9%	**	**	**	**	9%	8%	9%	7%	**	**	9%	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	549	277	267	164	167	84	129	444	58	27	20	83	234	191	167	298
Effective Weighted Sample	518	262	253	158	162	79	127	419	55	26	19	77	220	183	156	284
Total	813	430	377	222	251	163	169	655	91	39	28	120	356	279	234	452
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	90 11%	51 12%	39 10%	19 8%	24 9%	** **	22 13%	73 11%	** **	** **	** **	** **	35 10%	30 11%	32 14%	42 9%
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73 9%	40 9%	33 9%	14 6%	20 8%	** **	19 11%	58 9%	** **	** **	** **	** **	26 7%	27 10%	22 9%	38 8%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	549	-	549	36	513	332	217	62	40	520	-	520	-	274	246	62
Effective Weighted Sample	518	-	518	35	484	311	208	52	38	491	-	491	-	257	234	55
Total	813	-	813	57	756	477	336	74	59	772	-	772	-	401	371	85
Received a discount	169	**	169	**	161	103	67	**	**	160	**	160	**	95	65	**
	21%	**	21%	**	21%	21%	20%	**	**	21%	**	21%	**	24%	17%	**
Added extra or improved services	111	**	111	**	102	78	33	**	**	106	**	106	**	67	39	**
	14%	**	14%	**	13%	16%	10%	**	**	14%	**	14%	**	17%	10%	**
Reduced or downgraded services	94	**	94	**	83	51	44	**	**	87	**	87	**	46	41	**
	12%	**	12%	**	11%	11%	13%	**	**	11%	**	11%	**	12%	11%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	288	**	288	**	265	172	116	**	**	271	**	271	**	159	111	**
	35%	**	35%	**	35%	36%	35%	**	**	35%	**	35%	**	40%	30%	**
ALL 3 CHANGES	13	**	13	**	11	10	3	**	**	13	**	13	**	7	6	**
	2%	**	2%	**	2%	2%	1%	**	**	2%	**	2%	**	2%	2%	**
DISCOUNT AND EXTRA SERVICES	36	**	36	**	36	28	8	**	**	34	**	34	**	20	14	**
	4%	**	4%	**	5%	6%	2%	**	**	4%	**	4%	**	5%	4%	**
DISCOUNT AND REDUCED SERVICES	18	**	18	**	18	10	8	**	**	16	**	16	**	13	3	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**	3%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	7	**	7	**	4	2	5	**	**	6	**	6	**	2	5	**
	1%	**	1%	**	1%	*%	1%	**	**	1%	**	1%	**	*%	1%	**
DISCOUNT ONLY	102	**	102	**	96	55	47	**	**	97	**	97	**	55	42	**
	13%	**	13%	**	13%	12%	14%	**	**	13%	**	13%	**	14%	11%	**
EXTRA SERVICES ONLY	56	**	56	**	50	38	17	**	**	53	**	53	**	39	14	**
	7%	**	7%	**	7%	8%	5%	**	**	7%	**	7%	**	10% b	4%	**
REDUCED SERVICES ONLY	58	**	58	**	49	30	28	**	**	54	**	54	**	26	28	**
	7%	**	7%	**	7%	6%	8%	**	**	7%	**	7%	**	6%	7%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	549	-	549	36	513	332	217	62	40	520	-	520	-	274	246	62
Effective Weighted Sample	518	-	518	35	484	311	208	52	38	491	-	491	-	257	234	55
Total	813	-	813	57	756	477	336	74	59	772	-	772	-	401	371	85
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	39	**	39	**	6	24	15	**	**	37	**	37	**	14	23	**
	5%	**	5%	**	1%	5%	5%	**	**	5%	**	5%	**	4%	6%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	549	-	549	30	519	301	248	60	39	-	549	38	511
Effective Weighted Sample	518	-	518	29	489	281	237	50	37	-	518	36	482
Total	813	-	813	47	766	434	379	70	56	-	813	58	755
Received a discount	169	**	169	**	161	92	78	**	**	**	169	**	161
	21%	**	21%	**	21%	21%	20%	**	**	**	21%	**	21%
Added extra or improved services	111	**	111	**	104	79	32	**	**	**	111	**	103
	14%	**	14%	**	14%	18%	9%	**	**	**	14%	**	14%
						b							
Reduced or downgraded services	94	**	94	**	84	41	54	**	**	**	94	**	79
	12%	**	12%	**	11%	9%	14%	**	**	**	12%	**	11%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	288	**	288	**	267	159	130	**	**	**	288	**	261
	35%	**	35%	**	35%	37%	34%	**	**	**	35%	**	35%
ALL 3 CHANGES	13	**	13	**	11	5	7	**	**	**	13	**	11
	2%	**	2%	**	1%	1%	2%	**	**	**	2%	**	2%
DISCOUNT AND EXTRA SERVICES	36	**	36	**	36	30	6	**	**	**	36	**	36
	4%	**	4%	**	5%	7%	2%	**	**	**	4%	**	5%
						b							
DISCOUNT AND REDUCED SERVICES	18	**	18	**	18	7	11	**	**	**	18	**	18
	2%	**	2%	**	2%	2%	3%	**	**	**	2%	**	2%
EXTRA SERVICES AND REDUCED SERVICES	7	**	7	**	5	5	2	**	**	**	7	**	5
	1%	**	1%	**	1%	1%	1%	**	**	**	1%	**	1%
DISCOUNT ONLY	102	**	102	**	96	49	53	**	**	**	102	**	95
	13%	**	13%	**	12%	11%	14%	**	**	**	13%	**	13%
EXTRA SERVICES ONLY	56	**	56	**	51	39	17	**	**	**	56	**	51
	7%	**	7%	**	7%	9%	4%	**	**	**	7%	**	7%
REDUCED SERVICES ONLY	58	**	58	**	49	23	35	**	**	**	58	**	45
	7%	**	7%	**	6%	5%	9%	**	**	**	7%	**	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	549	-	549	30	519	301	248	60	39	-	549	38	511
Effective Weighted Sample	518	-	518	29	489	281	237	50	37	-	518	36	482
Total	813	-	813	47	766	434	379	70	56	-	813	58	755
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	39	**	39	**	14	24	15	**	**	**	39	**	8
	5%	**	5%	**	2%	6%	4%	**	**	**	5%	**	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b	YES a	NO b
Significance Level: 99%													
Unweighted total	549	264	285	48	30	-	-	-	-	549	-	428	121
Effective Weighted Sample	518	245	273	40	28	-	-	-	-	518	-	403	115
Total	813	380	433	55	42	-	-	-	-	813	-	640	173
Received a discount	169	77	92	**	**	**	**	**	**	169	**	135	34
	21%	20%	21%	**	**	**	**	**	**	21%	**	21%	20%
Added extra or improved services	111	67	45	**	**	**	**	**	**	111	**	98	13
	14%	18%	10%	**	**	**	**	**	**	14%	**	15%	8%
Reduced or downgraded services	94	41	54	**	**	**	**	**	**	94	**	82	13
	12%	11%	12%	**	**	**	**	**	**	12%	**	13%	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	288	137	151	**	**	**	**	**	**	288	**	240	49
	35%	36%	35%	**	**	**	**	**	**	35%	**	37%	28%
ALL 3 CHANGES	13	6	7	**	**	**	**	**	**	13	**	10	2
	2%	2%	2%	**	**	**	**	**	**	2%	**	2%	1%
DISCOUNT AND EXTRA SERVICES	36	20	16	**	**	**	**	**	**	36	**	32	4
	4%	5%	4%	**	**	**	**	**	**	4%	**	5%	2%
DISCOUNT AND REDUCED SERVICES	18	8	10	**	**	**	**	**	**	18	**	16	2
	2%	2%	2%	**	**	**	**	**	**	2%	**	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	7	7	-	**	**	**	**	**	**	7	**	7	-
	1%	2%	-%	**	**	**	**	**	**	1%	**	1%	-%
DISCOUNT ONLY	102	43	59	**	**	**	**	**	**	102	**	77	25
	13%	11%	14%	**	**	**	**	**	**	13%	**	12%	15%
EXTRA SERVICES ONLY	56	34	21	**	**	**	**	**	**	56	**	49	7
	7%	9%	5%	**	**	**	**	**	**	7%	**	8%	4%
REDUCED SERVICES ONLY	58	19	39	**	**	**	**	**	**	58	**	50	8
	7%	5%	9%	**	**	**	**	**	**	7%	**	8%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	549	264	285	48	30	-	-	-	-	549	-	428	121
Effective Weighted Sample	518	245	273	40	28	-	-	-	-	518	-	403	115
Total	813	380	433	55	42	-	-	-	-	813	-	640	173
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	39	20	19	**	**	**	**	**	**	39	**	36	3
	5%	5%	4%	**	**	**	**	**	**	5%	**	6%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	549	-	549	-	-	-	16	178	237	431	116	31	84	224	239
Effective Weighted Sample	518	-	518	-	-	-	14	166	227	405	112	29	76	211	230
Total	813	-	813	-	-	-	20	282	348	649	161	42	129	336	346
Received a discount	169	**	169	**	**	**	**	64	71	136	33	**	**	72	74
	21%	**	21%	**	**	**	**	23%	20%	21%	20%	**	**	21%	21%
Added extra or improved services	111	**	111	**	**	**	**	47	41	96	14	**	**	50	33
	14%	**	14%	**	**	**	**	17%	12%	15%	8%	**	**	15%	10%
Reduced or downgraded services	94	**	94	**	**	**	**	29	41	73	21	**	**	37	41
	12%	**	12%	**	**	**	**	10%	12%	11%	13%	**	**	11%	12%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	288	**	288	**	**	**	**	99	126	233	54	**	**	122	122
	35%	**	35%	**	**	**	**	35%	36%	36%	33%	**	**	36%	35%
ALL 3 CHANGES	13	**	13	**	**	**	**	4	4	8	5	**	**	4	7
	2%	**	2%	**	**	**	**	1%	1%	1%	3%	**	**	1%	2%
DISCOUNT AND EXTRA SERVICES	36	**	36	**	**	**	**	21	14	35	1	**	**	20	8
	4%	**	4%	**	**	**	**	7%	4%	5%	1%	**	**	6%	2%
DISCOUNT AND REDUCED SERVICES	18	**	18	**	**	**	**	11	5	16	2	**	**	6	4
	2%	**	2%	**	**	**	**	4%	1%	2%	1%	**	**	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	7	**	7	**	**	**	**	2	1	5	1	**	**	1	1
	1%	**	1%	**	**	**	**	1%	*%	1%	1%	**	**	*%	*%
DISCOUNT ONLY	102	**	102	**	**	**	**	28	48	78	25	**	**	41	56
	13%	**	13%	**	**	**	**	10%	14%	12%	15%	**	**	12%	16%
EXTRA SERVICES ONLY	56	**	56	**	**	**	**	20	22	48	6	**	**	24	17
	7%	**	7%	**	**	**	**	7%	6%	7%	4%	**	**	7%	5%
REDUCED SERVICES ONLY	58	**	58	**	**	**	**	13	31	44	14	**	**	25	31
	7%	**	7%	**	**	**	**	5%	9%	7%	9%	**	**	8%	9%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	39	**	39	**	**	**	**	12	18	33	6	**	**	16	14
	5%	**	5%	**	**	**	**	4%	5%	5%	4%	**	**	5%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	549	277	267	164	167	84	129	444	58	27	20	83	234	191	167	298
Effective Weighted Sample	518	262	253	158	162	79	127	419	55	26	19	77	220	183	156	284
Total	813	430	377	222	251	163	169	655	91	39	28	120	356	279	234	452
Received a discount	169	89	80	54	52	**	35	135	**	**	**	**	69	58	54	98
	21%	21%	21%	24%	21%	**	21%	21%	**	**	**	**	19%	21%	23%	22%
Added extra or improved services	111	51	59	30	41	**	16	85	**	**	**	**	42	44	45	58
	14%	12%	16%	13%	16%	**	9%	13%	**	**	**	**	12%	16%	19%	13%
Reduced or downgraded services	94	37	58	20	28	**	26	75	**	**	**	**	43	23	34	53
	12%	9%	15%	9%	11%	**	15%	11%	**	**	**	**	12%	8%	15%	12%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	288	137	150	85	87	**	60	231	**	**	**	**	125	93	107	155
	35%	32%	40%	38%	34%	**	36%	35%	**	**	**	**	35%	33%	46%	34%
ALL 3 CHANGES	13	6	7	2	6	**	3	9	**	**	**	**	5	4	5	8
	2%	1%	2%	1%	2%	**	2%	1%	**	**	**	**	1%	1%	2%	2%
DISCOUNT AND EXTRA SERVICES	36	20	16	13	13	**	3	26	**	**	**	**	10	17	8	24
	4%	5%	4%	6%	5%	**	2%	4%	**	**	**	**	3%	6%	3%	5%
DISCOUNT AND REDUCED SERVICES	18	5	13	-	8	**	7	17	**	**	**	**	5	8	7	10
	2%	1%	3%	-%	3%	**	4%	3%	**	**	**	**	1%	3%	3%	2%
EXTRA SERVICES AND REDUCED SERVICES	7	1	5	1	2	**	2	5	**	**	**	**	4	-	2	4
	1%	*%	1%	1%	1%	**	1%	1%	**	**	**	**	1%	-%	1%	1%
DISCOUNT ONLY	102	57	45	38	25	**	23	84	**	**	**	**	49	30	34	56
	13%	13%	12%	17%	10%	**	13%	13%	**	**	**	**	14%	11%	15%	12%
EXTRA SERVICES ONLY	56	23	31	13	20	**	9	46	**	**	**	**	23	23	31	22
	7%	5%	8%	6%	8%	**	5%	7%	**	**	**	**	7%	8%	13%	5%
REDUCED SERVICES ONLY	58	24	34	17	14	**	14	46	**	**	**	**	30	11	22	31
	7%	6%	9%	8%	6%	**	8%	7%	**	**	**	**	9%	4%	9%	7%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	549	277	267	164	167	84	129	444	58	27	20	83	234	191	167	298
Effective Weighted Sample	518	262	253	158	162	79	127	419	55	26	19	77	220	183	156	284
Total	813	430	377	222	251	163	169	655	91	39	28	120	356	279	234	452
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	39	29	10	9	14	**	7	30	**	**	**	**	18	17	7	22
	5%	7%	3%	4%	6%	**	4%	5%	**	**	**	**	5%	6%	3%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	549	-	549	36	513	332	217	62	40	520	-	520	-	274	246	62
Effective Weighted Sample	518	-	518	35	484	311	208	52	38	491	-	491	-	257	234	55
Total	813	-	813	57	756	477	336	74	59	772	-	772	-	401	371	85
Received a discount	24	**	24	**	22	13	12	**	**	22	**	22	**	10	12	**
	3%	**	3%	**	3%	3%	3%	**	**	3%	**	3%	**	3%	3%	**
Added extra or improved services	19	**	19	**	13	11	8	**	**	18	**	18	**	12	6	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**	3%	2%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	**	43	**	35	23	20	**	**	40	**	40	**	22	18	**
	5%	**	5%	**	5%	5%	6%	**	**	5%	**	5%	**	5%	5%	**
DISCOUNT ONLY	24	**	24	**	22	13	12	**	**	22	**	22	**	10	12	**
	3%	**	3%	**	3%	3%	3%	**	**	3%	**	3%	**	3%	3%	**
EXTRA SERVICES ONLY	19	**	19	**	13	11	8	**	**	18	**	18	**	12	6	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**	3%	2%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	64	**	64	**	14	39	25	**	**	59	**	59	**	22	37	**
	8%	**	8%	**	2%	8%	7%	**	**	8%	**	8%	**	5%	10%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	549	-	549	30	519	301	248	60	39	-	549	38	511
Effective Weighted Sample	518	-	518	29	489	281	237	50	37	-	518	36	482
Total	813	-	813	47	766	434	379	70	56	-	813	58	755
Received a discount	24	**	24	**	22	12	12	**	**	**	24	**	22
	3%	**	3%	**	3%	3%	3%	**	**	**	3%	**	3%
Added extra or improved services	19	**	19	**	13	10	9	**	**	**	19	**	13
	2%	**	2%	**	2%	2%	2%	**	**	**	2%	**	2%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	**	43	**	35	22	21	**	**	**	43	**	35
	5%	**	5%	**	5%	5%	6%	**	**	**	5%	**	5%
DISCOUNT ONLY	24	**	24	**	22	12	12	**	**	**	24	**	22
	3%	**	3%	**	3%	3%	3%	**	**	**	3%	**	3%
EXTRA SERVICES ONLY	19	**	19	**	13	10	9	**	**	**	19	**	13
	2%	**	2%	**	2%	2%	2%	**	**	**	2%	**	2%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	64	**	64	**	24	41	23	**	**	**	64	**	13
	8%	**	8%	**	3%	9%	6%	**	**	**	8%	**	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b	YES a	NO b
Significance Level: 99%													
Unweighted total	549	264	285	48	30	-	-	-	-	549	-	428	121
Effective Weighted Sample	518	245	273	40	28	-	-	-	-	518	-	403	115
Total	813	380	433	55	42	-	-	-	-	813	-	640	173
Received a discount	24	13	11	**	**	**	**	**	**	24	**	20	4
	3%	3%	3%	**	**	**	**	**	**	3%	**	3%	2%
Added extra or improved services	19	10	9	**	**	**	**	**	**	19	**	13	6
	2%	3%	2%	**	**	**	**	**	**	2%	**	2%	3%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	22	21	**	**	**	**	**	**	43	**	34	9
	5%	6%	5%	**	**	**	**	**	**	5%	**	5%	5%
DISCOUNT ONLY	24	13	11	**	**	**	**	**	**	24	**	20	4
	3%	3%	3%	**	**	**	**	**	**	3%	**	3%	2%
EXTRA SERVICES ONLY	19	10	9	**	**	**	**	**	**	19	**	13	6
	2%	3%	2%	**	**	**	**	**	**	2%	**	2%	3%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	64	35	29	**	**	**	**	**	**	64	**	57	6
	8%	9%	7%	**	**	**	**	**	**	8%	**	9%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	549	-	549	-	-	-	16	178	237	431	116	31	84	224	239
Effective Weighted Sample	518	-	518	-	-	-	14	166	227	405	112	29	76	211	230
Total	813	-	813	-	-	-	20	282	348	649	161	42	129	336	346
Received a discount	24	**	24	**	**	**	**	12	9	23	1	**	**	13	7
	3%	**	3%	**	**	**	**	4%	2%	3%	1%	**	**	4%	2%
Added extra or improved services	19	**	19	**	**	**	**	10	6	16	3	**	**	11	6
	2%	**	2%	**	**	**	**	4%	2%	3%	2%	**	**	3%	2%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	**	43	**	**	**	**	23	14	39	4	**	**	24	12
	5%	**	5%	**	**	**	**	8%	4%	6%	2%	**	**	7%	4%
DISCOUNT ONLY	24	**	24	**	**	**	**	12	9	23	1	**	**	13	7
	3%	**	3%	**	**	**	**	4%	2%	3%	1%	**	**	4%	2%
EXTRA SERVICES ONLY	19	**	19	**	**	**	**	10	6	16	3	**	**	11	6
	2%	**	2%	**	**	**	**	4%	2%	3%	2%	**	**	3%	2%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	64	**	64	**	**	**	**	17	24	45	18	**	**	24	29
	8%	**	8%	**	**	**	**	6%	7%	7%	11%	**	**	7%	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	549	277	267	164	167	84	129	444	58	27	20	83	234	191	167	298
Effective Weighted Sample	518	262	253	158	162	79	127	419	55	26	19	77	220	183	156	284
Total	813	430	377	222	251	163	169	655	91	39	28	120	356	279	234	452
Received a discount	24	18	6	5	10	**	1	19	**	**	**	**	15	2	10	7
	3%	4%	2%	2%	4%	**	1%	3%	**	**	**	**	4%	1%	4%	2%
Added extra or improved services	19	6	12	4	9	**	4	15	**	**	**	**	10	5	5	11
	2%	2%	3%	2%	3%	**	2%	2%	**	**	**	**	3%	2%	2%	3%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	24	19	9	19	**	5	34	**	**	**	**	25	7	15	18
	5%	6%	5%	4%	7%	**	3%	5%	**	**	**	**	7%	2%	6%	4%
DISCOUNT ONLY	24	18	6	5	10	**	1	19	**	**	**	**	15	2	10	7
	3%	4%	2%	2%	4%	**	1%	3%	**	**	**	**	4%	1%	4%	2%
EXTRA SERVICES ONLY	19	6	12	4	9	**	4	15	**	**	**	**	10	5	5	11
	2%	2%	3%	2%	3%	**	2%	2%	**	**	**	**	3%	2%	2%	3%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	64	34	29	22	18	**	6	50	**	**	**	**	32	23	22	31
	8%	8%	8%	10%	7%	**	4%	8%	**	**	**	**	9%	8%	9%	7%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	516	-	516	-	516	311	205	61	40	478	13	491	-	268	223	58
Effective Weighted Sample	484	-	484	-	484	289	195	51	38	451	13	461	-	249	212	50
Total	753	-	753	-	753	441	312	73	59	708	11	718	-	385	334	79
SWITCHED ANY SERVICE IN LAST 12 MONTHS	92	**	92	**	92	81	11	**	**	86	**	87	**	52	34	**
	12%	**	12%	**	12%	18%	3%	**	**	12%	**	12%	**	14%	10%	**
						b										
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	72	**	72	**	72	66	6	**	**	68	**	68	**	40	29	**
	10%	**	10%	**	10%	15%	2%	**	**	10%	**	10%	**	10%	9%	**
						b										

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	516	-	516	-	516	278	238	58	37	-	516	-	516
Effective Weighted Sample	484	-	484	-	484	258	227	48	35	-	484	-	484
Total	753	-	753	-	753	393	360	67	53	-	753	-	753
SWITCHED ANY SERVICE IN LAST 12 MONTHS	92	**	92	**	92	78	13	**	**	**	92	**	92
	12%	**	12%	**	12%	20%	4%	**	**	**	12%	**	12%
						b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	72	**	72	**	72	63	10	**	**	**	72	**	72
	10%	**	10%	**	10%	16%	3%	**	**	**	10%	**	10%
						b							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	516	243	273	46	28	-	-	-	-	516	-	400	116
Effective Weighted Sample	484	224	260	38	26	-	-	-	-	484	-	374	111
Total	753	344	408	51	38	-	-	-	-	753	-	586	167
SWITCHED ANY SERVICE IN LAST 12 MONTHS	92	68	24	**	**	**	**	**	**	92	**	78	14
	12%	20%	6%	**	**	**	**	**	**	12%	**	13%	8%
		b											
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	72	52	20	**	**	**	**	**	**	72	**	61	11
	10%	15%	5%	**	**	**	**	**	**	10%	**	10%	7%
		b											

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	516	-	503	13	-	-	13	166	229	408	106	31	77	212	225
Effective Weighted Sample	484	-	474	13	-	-	11	154	217	381	102	29	69	199	215
Total	753	-	742	11	-	-	15	261	328	605	146	43	117	312	321
SWITCHED ANY SERVICE IN LAST 12 MONTHS	92	**	91	**	**	**	**	38	31	78	13	**	**	38	31
	12%	**	12%	**	**	**	**	15%	10%	13%	9%	**	**	12%	10%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	72	**	72	**	**	**	**	26	27	60	12	**	**	29	27
	10%	**	10%	**	**	**	**	10%	8%	10%	8%	**	**	9%	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	516	257	254	154	155	77	126	420	53	24	19	81	214	182	157	281
Effective Weighted Sample	484	242	239	147	150	73	123	394	50	23	18	74	200	174	145	267
Total	753	395	351	204	231	149	163	608	83	35	26	114	322	261	215	422
SWITCHED ANY SERVICE IN LAST 12 MONTHS	92	52	39	22	24	**	21	75	**	**	**	**	34	32	32	43
	12%	13%	11%	11%	10%	**	13%	12%	**	**	**	**	11%	12%	15%	10%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	72	38	34	15	20	**	18	58	**	**	**	**	24	28	23	38
	10%	10%	10%	7%	9%	**	11%	10%	**	**	**	**	8%	11%	11%	9%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	278 8%	55 18% b	8 *% b	55 10% b	8 *% b	59 5% b	4 *% b	22 9% ab	9 5% b	227 9% b	9 2% b	227 8% b	9 3% b	206 11% b	30 3% b	89 18% ab
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	191 6%	36 12% b	28 1% b	40 7% b	25 1% b	47 4% b	18 2% b	16 6% b	9 5% b	125 5% b	21 5% b	129 5% b	17 6% b	113 6% b	34 3% b	43 9% b
Landline phone (i.e. home phone) or line rental	176 5%	- -% b	- -% b	- -% b	- -% b	- -% b	- -% b	- -% b	- -% b	142 5% b	19 4% b	146 5% b	15 5% b	123 7% b	38 3% b	72 15% ab
Mobile phone	79 2%	31 10% b	14 1% b	35 6% b	10 1% b	38 3% b	7 1% b	15 6% b	2 1% b	- -% b	- -% b	- -% b	- -% b	- -% b	- -% b	- -% b
None of these	2786 81%	204 66% a	1879 97% a	433 79% a	1650 98% a	1146 90% c	937 97% acd	205 81% b	167 89% b	2164 83% b	411 90% a	2310 84% b	265 87% b	1481 79% c	1094 93% ac	312 63% b
ANY SERVICES	634 19%	106 34% b	49 3% b	113 21% b	42 2% b	128 10% b	27 3% b	47 19% ab	21 11% b	430 17% b	46 10% b	438 16% b	38 13% b	388 21% b	88 7% b	181 37% ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	278	-	-	-	-	-	-	-	-	41	10	41	10
	8%	-%	-%	-%	-%	-%	-%	-%	-%	9%	1%	7%	1%
										b		b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	191	39	36	46	29	59	17	24	8	-	-	-	-
	6%	10%	2%	7%	2%	4%	2%	8%	4%	-%	-%	-%	-%
		b		b		b		ab					
Landline phone (i.e. home phone) or line rental	176	49	27	55	20	53	23	25	8	23	24	29	19
	5%	12%	1%	8%	1%	4%	2%	8%	4%	5%	2%	5%	2%
		b		b				ab		b		b	
Mobile phone	79	24	14	26	12	31	8	14	3	7	11	11	8
	2%	6%	1%	4%	1%	2%	1%	4%	1%	2%	1%	2%	1%
		b		b		b		b					
None of these	2786	314	1976	550	1740	1260	1030	261	201	393	1099	504	988
	81%	76%	96%	83%	97%	91%	96%	82%	92%	86%	96%	87%	97%
			a		a	c	acd		c		a		a
ANY SERVICES	634	97	76	113	60	129	44	55	18	64	44	73	35
	19%	24%	4%	17%	3%	9%	4%	18%	8%	14%	4%	13%	3%
		b		b		b		abd	b	b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	278	46	4	17	**	8	11	**	**	50	19	254	24
	8%	6%	1%	11%	**	4%	2%	**	**	3%	3%	10%	3%
		b		b								b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	191	-	-	-	**	-	-	**	**	-	-	169	22
	6%	-%	-%	-%	**	-%	-%	**	**	-%	-%	6%	3%
												b	
Landline phone (i.e. home phone) or line rental	176	34	13	17	**	10	8	**	**	48	18	157	20
	5%	5%	2%	11%	**	5%	2%	**	**	3%	3%	6%	2%
		b		ab		b						b	
Mobile phone	79	18	-	7	**	5	2	**	**	18	7	70	9
	2%	2%	-%	5%	**	3%	*%	**	**	1%	1%	3%	1%
		b		b		b							
None of these	2786	648	845	111	**	167	468	**	**	1492	635	2045	741
	81%	88%	98%	74%	**	89%	96%	**	**	93%	94%	78%	91%
		c	ac				a						a
ANY SERVICES	634	92	16	38	**	20	20	**	**	108	40	564	70
	19%	12%	2%	26%	**	11%	4%	**	**	7%	6%	22%	9%
		b		ab		b						b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	278	-	-	-	12	266	86	155	27	268	8	5	186	75	15
	8%	-%	-%	-%	3%	20%	21%	12%	2%	9%	1%	3%	18%	6%	1%
					ab	abcd	bcdef	cef		cef			bc	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	191	18	-	-	21	151	51	98	30	180	11	2	114	57	20
	6%	2%	-%	-%	5%	12%	12%	8%	3%	6%	2%	1%	11%	5%	2%
		b			abc	abcd	bcdef	cef		cef			bc	c	
Landline phone (i.e. home phone) or line rental	176	-	-	-	33	144	43	90	33	167	7	2	96	58	19
	5%	-%	-%	-%	8%	11%	11%	7%	3%	6%	1%	1%	9%	5%	2%
					abc	abc	cdef	cef		cef			bc	c	
Mobile phone	79	4	10	-	1	64	31	36	9	76	4	1	52	18	10
	2%	*%	1%	-%	*%	5%	7%	3%	1%	3%	1%	1%	5%	1%	1%
						abcd	bcdef	ce		ce			bc		
None of these	2786	726	804	150	357	772	219	973	1030	2221	556	165	658	1041	1078
	81%	97%	99%	100%	85%	59%	53%	75%	92%	79%	96%	94%	62%	85%	95%
		de	de	de	e			a	abd	ab	abcd	abd		a	ab
ANY SERVICES	634	22	10	-	65	537	191	327	87	605	26	10	397	179	55
	19%	3%	1%	-%	15%	41%	47%	25%	8%	21%	4%	6%	38%	15%	5%
					abc	abcd	bcdef	cdef	e	cef			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	278 8%	152 9%	120 8%	104 11% bd	56 6%	59 8%	58 7%	240 9%	20 6%	13 6%	5 5%	80 13% bc	102 8%	64 6%	147 13% b	58 4%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	191 6%	97 5%	92 6%	51 5%	45 5%	45 6%	46 6%	167 6%	11 3%	11 5%	2 1%	58 9% bc	62 5%	52 5%	84 7% b	41 3%
Landline phone (i.e. home phone) or line rental	176 5%	101 6%	73 5%	47 5%	43 4%	50 7%	37 5%	155 6%	9 3%	8 4%	4 4%	54 9% bc	53 4%	50 4%	92 8% b	44 3%
Mobile phone	79 2%	44 2%	33 2%	31 3%	18 2%	14 2%	14 2%	61 2%	4 1%	10 5%	5 4%	22 3%	27 2%	22 2%	44 4% b	16 1%
None of these	2786 81%	1439 81%	1318 82%	729 78%	814 86% ac	564 79%	645 82%	2250 81%	284 87% a	165 81%	88 85%	446 71%	1112 83% a	969 86% a	824 72%	1461 91% a
ANY SERVICES	634 19%	339 19%	283 18%	203 22% b	137 14%	148 21% b	140 18%	537 19% b	43 13%	38 19%	16 15%	185 29% bc	223 17%	159 14%	322 28% b	141 9%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	176	-	-	-	-	-	-	-	-	136	25	142	19	124	37	68
Effective Weighted Sample	144	-	-	-	-	-	-	-	-	112	20	117	15	100	31	55
Total	176	-	-	-	-	-	-	-	-	142	19	146	15	123	38	72
Sky	37	**	**	**	**	**	**	**	**	29	**	29	**	25	**	**
	21%	**	**	**	**	**	**	**	**	20%	**	20%	**	20%	**	**
Virgin Media	35	**	**	**	**	**	**	**	**	27	**	28	**	24	**	**
	20%	**	**	**	**	**	**	**	**	19%	**	19%	**	19%	**	**
BT	34	**	**	**	**	**	**	**	**	28	**	29	**	23	**	**
	19%	**	**	**	**	**	**	**	**	20%	**	20%	**	19%	**	**
EE	24	**	**	**	**	**	**	**	**	18	**	20	**	17	**	**
	14%	**	**	**	**	**	**	**	**	13%	**	13%	**	14%	**	**
Vodafone	12	**	**	**	**	**	**	**	**	9	**	11	**	9	**	**
	7%	**	**	**	**	**	**	**	**	7%	**	7%	**	8%	**	**
TalkTalk	12	**	**	**	**	**	**	**	**	12	**	12	**	8	**	**
	7%	**	**	**	**	**	**	**	**	8%	**	8%	**	7%	**	**
KCOM	6	**	**	**	**	**	**	**	**	5	**	5	**	4	**	**
	4%	**	**	**	**	**	**	**	**	4%	**	4%	**	3%	**	**
Plusnet	3	**	**	**	**	**	**	**	**	2	**	2	**	3	**	**
	2%	**	**	**	**	**	**	**	**	1%	**	1%	**	3%	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**
The Phone Co-op	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	1%	**	2%	**	**
Post Office	2	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
POP Telecom	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	2%	**	**
Shell Energy	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	*%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
John Lewis	*	**	**	**	**	**	**	**	**	-	**	-	**	*	**	**
	*%	**	**	**	**	**	**	**	**	-%	**	-%	**	*%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	176	-	-	-	-	-	-	-	-	136	25	142	19	124	37	68
Effective Weighted Sample	144	-	-	-	-	-	-	-	-	112	20	117	15	100	31	55
Total	176	-	-	-	-	-	-	-	-	142	19	146	15	123	38	72
Utility Warehouse	*	**	**	**	**	**	**	**	**	*	**	*	**	*	**	**
	*%	**	**	**	**	**	**	**	**	*%	**	*%	**	*%	**	**
Other supplier	3	**	**	**	**	**	**	**	**	3	**	3	**	*	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	2%	**	*%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	176	56	37	65	28	65	28	30	11	22	32	29	25
Effective Weighted Sample	144	47	31	54	24	54	23	25	8	19	25	24	20
Total	176	49	27	55	20	53	23	25	8	23	24	29	19
Sky	37	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	35	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**
BT	34	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**
EE	24	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	12	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	12	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	6	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
The Phone Co-op	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Post Office	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
POP Telecom	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Shell Energy	1	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
John Lewis	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	176	56	37	65	28	65	28	30	11	22	32	29	25
Effective Weighted Sample	144	47	31	54	24	54	23	25	8	19	25	24	20
Total	176	49	27	55	20	53	23	25	8	23	24	29	19
Utility Warehouse	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	3	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	176	35	19	16	4	13	10	3	2	54	23	155	21
Effective Weighted Sample	144	30	14	14	3	10	8	3	2	43	18	126	18
Total	176	34	13	17	3	10	8	2	2	48	18	157	20
Sky	37	**	**	**	**	**	**	**	**	**	**	32	**
	21%	**	**	**	**	**	**	**	**	**	**	20%	**
Virgin Media	35	**	**	**	**	**	**	**	**	**	**	28	**
	20%	**	**	**	**	**	**	**	**	**	**	18%	**
BT	34	**	**	**	**	**	**	**	**	**	**	31	**
	19%	**	**	**	**	**	**	**	**	**	**	20%	**
EE	24	**	**	**	**	**	**	**	**	**	**	23	**
	14%	**	**	**	**	**	**	**	**	**	**	15%	**
Vodafone	12	**	**	**	**	**	**	**	**	**	**	11	**
	7%	**	**	**	**	**	**	**	**	**	**	7%	**
TalkTalk	12	**	**	**	**	**	**	**	**	**	**	11	**
	7%	**	**	**	**	**	**	**	**	**	**	7%	**
KCOM	6	**	**	**	**	**	**	**	**	**	**	6	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	**
Plusnet	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
The Phone Co-op	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Post Office	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
POP Telecom	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Shell Energy	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
John Lewis	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	176	35	19	16	4	13	10	3	2	54	23	155	21
Effective Weighted Sample	144	30	14	14	3	10	8	3	2	43	18	126	18
Total	176	34	13	17	3	10	8	2	2	48	18	157	20
Utility Warehouse	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
Other supplier	3	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	176	-	-	-	43	133	38	87	41	166	8	2	88	61	25
Effective Weighted Sample	144	-	-	-	34	112	31	75	31	136	6	2	74	49	21
Total	176	-	-	-	33	144	43	90	33	167	7	2	96	58	19
Sky	37	**	**	**	**	29	**	**	**	34	**	**	**	**	**
	21%	**	**	**	**	20%	**	**	**	21%	**	**	**	**	**
Virgin Media	35	**	**	**	**	29	**	**	**	31	**	**	**	**	**
	20%	**	**	**	**	20%	**	**	**	19%	**	**	**	**	**
BT	34	**	**	**	**	29	**	**	**	31	**	**	**	**	**
	19%	**	**	**	**	20%	**	**	**	19%	**	**	**	**	**
EE	24	**	**	**	**	18	**	**	**	24	**	**	**	**	**
	14%	**	**	**	**	13%	**	**	**	15%	**	**	**	**	**
Vodafone	12	**	**	**	**	9	**	**	**	12	**	**	**	**	**
	7%	**	**	**	**	7%	**	**	**	7%	**	**	**	**	**
TalkTalk	12	**	**	**	**	10	**	**	**	12	**	**	**	**	**
	7%	**	**	**	**	7%	**	**	**	7%	**	**	**	**	**
KCOM	6	**	**	**	**	6	**	**	**	6	**	**	**	**	**
	4%	**	**	**	**	4%	**	**	**	4%	**	**	**	**	**
Plusnet	3	**	**	**	**	2	**	**	**	3	**	**	**	**	**
	2%	**	**	**	**	1%	**	**	**	2%	**	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	2%	**	**	**	1%	**	**	**	**	**
The Phone Co-op	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	2%	**	**	**	1%	**	**	**	**	**
Post Office	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
POP Telecom	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
Shell Energy	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	*0%	**	**	**	**	1%	**	**	**	*0%	**	**	**	**	**
John Lewis	*	**	**	**	**	-	**	**	**	*	**	**	**	**	**
	*0%	**	**	**	**	-%	**	**	**	*0%	**	**	**	**	**
Utility Warehouse	*	**	**	**	**	*	**	**	**	-	**	**	**	**	**
	*0%	**	**	**	**	*%	**	**	**	-%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	176	-	-	-	43	133	38	87	41	166	8	2	88	61	25
Effective Weighted Sample	144	-	-	-	34	112	31	75	31	136	6	2	74	49	21
Total	176	-	-	-	33	144	43	90	33	167	7	2	96	58	19
Other supplier	3	**	**	**	**	2	**	**	**	3	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	2%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	176	102	71	53	42	39	42	156	9	7	4	52	54	52	89	45
Effective Weighted Sample	144	85	58	45	32	35	36	128	8	5	4	41	44	43	73	35
Total	176	101	73	47	43	50	37	155	9	8	4	54	53	50	92	44
Sky	37	26	**	**	**	**	**	34	**	**	**	**	**	**	**	**
	21%	26%	**	**	**	**	**	22%	**	**	**	**	**	**	**	**
Virgin Media	35	17	**	**	**	**	**	34	**	**	**	**	**	**	**	**
	20%	17%	**	**	**	**	**	22%	**	**	**	**	**	**	**	**
BT	34	19	**	**	**	**	**	26	**	**	**	**	**	**	**	**
	19%	18%	**	**	**	**	**	17%	**	**	**	**	**	**	**	**
EE	24	13	**	**	**	**	**	21	**	**	**	**	**	**	**	**
	14%	13%	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
Vodafone	12	9	**	**	**	**	**	9	**	**	**	**	**	**	**	**
	7%	9%	**	**	**	**	**	6%	**	**	**	**	**	**	**	**
TalkTalk	12	6	**	**	**	**	**	12	**	**	**	**	**	**	**	**
	7%	6%	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
KCOM	6	1	**	**	**	**	**	6	**	**	**	**	**	**	**	**
	4%	1%	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
Plusnet	3	2	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	2	2	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	1%	2%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
The Phone Co-op	2	1	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
Post Office	2	1	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
POP Telecom	2	2	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	1%	2%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
Shell Energy	1	-	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	*0%	-%	**	**	**	**	**	*0%	**	**	**	**	**	**	**	**
John Lewis	*	*	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	*0%	*0%	**	**	**	**	**	*0%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	176	102	71	53	42	39	42	156	9	7	4	52	54	52	89	45
Effective Weighted Sample	144	85	58	45	32	35	36	128	8	5	4	41	44	43	73	35
Total	176	101	73	47	43	50	37	155	9	8	4	54	53	50	92	44
Utility Warehouse	*	*	**	**	**	**	**	*	**	**	**	**	**	**	**	**
	*%	*%	**	**	**	**	**	*%	**	**	**	**	**	**	**	**
Other supplier	3	1	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	83	33	13	35	11	41	5	25	2	-	-	-	-	-	-	-
Effective Weighted Sample	61	21	10	23	9	26	4	21	2	-	-	-	-	-	-	-
Total	79	31	14	35	10	38	7	15	2	-	-	-	-	-	-	-
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	83	33	13	35	11	41	5	25	2	-	-	-	-	-	-	-
Effective Weighted Sample	61	21	10	23	9	26	4	21	2	-	-	-	-	-	-	-
Total	79	31	14	35	10	38	7	15	2	-	-	-	-	-	-	-
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
POP Telecom	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	83	31	14	33	12	36	9	20	5	6	10	9	7
Effective Weighted Sample	61	27	11	28	9	28	8	16	4	5	8	8	5
Total	79	24	14	26	12	31	8	14	3	7	11	11	8
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	83	31	14	33	12	36	9	20	5	6	10	9	7
Effective Weighted Sample	61	27	11	28	9	28	8	16	4	5	8	8	5
Total	79	24	14	26	12	31	8	14	3	7	11	11	8
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
POP Telecom	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	83	16	-	7	2	5	2	1	1	16	7	75	8
Effective Weighted Sample	61	13	-	6	2	4	2	1	1	13	6	54	7
Total	79	18	-	7	2	5	2	1	1	18	7	70	9
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	83	16	-	7	2	5	2	1	1	16	7	75	8
Effective Weighted Sample	61	13	-	6	2	4	2	1	1	13	6	54	7
Total	79	18	-	7	2	5	2	1	1	18	7	70	9
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
POP Telecom	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	83	5	7	-	3	68	27	42	10	79	4	2	51	22	10
Effective Weighted Sample	61	4	6	-	3	50	19	33	8	58	4	2	38	15	9
Total	79	4	10	-	1	64	31	36	9	76	4	1	52	18	10
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	83	5	7	-	3	68	27	42	10	79	4	2	51	22	10
Effective Weighted Sample	61	4	6	-	3	50	19	33	8	58	4	2	38	15	9
Total	79	4	10	-	1	64	31	36	9	76	4	1	52	18	10
POP Telecom	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	83	43	38	32	14	16	19	66	5	7	5	24	28	21	48	14
Effective Weighted Sample	61	31	29	24	11	12	14	49	5	5	4	18	21	16	33	12
Total	79	44	33	31	18	14	14	61	4	10	5	22	27	22	44	16
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3'/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	83	43	38	32	14	16	19	66	5	7	5	24	28	21	48	14
Effective Weighted Sample	61	31	29	24	11	12	14	49	5	5	4	18	21	16	33	12
Total	79	44	33	31	18	14	14	61	4	10	5	22	27	22	44	16
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
POP Telecom	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	239	49	7	49	7	54	2	31	6	195	8	195	8	178	25	84
Effective Weighted Sample	196	34	5	34	5	38	2	19	5	166	6	166	6	151	20	71
Total	278	55	8	55	8	59	4	22	9	227	9	227	9	206	30	89
Sky	49	**	**	**	**	**	**	**	**	44	**	44	**	37	**	**
	18%	**	**	**	**	**	**	**	**	19%	**	19%	**	18%	**	**
EE	43	**	**	**	**	**	**	**	**	35	**	35	**	37	**	**
	15%	**	**	**	**	**	**	**	**	16%	**	16%	**	18%	**	**
BT	40	**	**	**	**	**	**	**	**	33	**	33	**	30	**	**
	14%	**	**	**	**	**	**	**	**	15%	**	15%	**	15%	**	**
Virgin Media	35	**	**	**	**	**	**	**	**	28	**	28	**	26	**	**
	12%	**	**	**	**	**	**	**	**	12%	**	12%	**	13%	**	**
TalkTalk	28	**	**	**	**	**	**	**	**	24	**	24	**	18	**	**
	10%	**	**	**	**	**	**	**	**	10%	**	10%	**	9%	**	**
Vodafone	13	**	**	**	**	**	**	**	**	11	**	11	**	4	**	**
	5%	**	**	**	**	**	**	**	**	5%	**	5%	**	2%	**	**
John Lewis	13	**	**	**	**	**	**	**	**	7	**	7	**	9	**	**
	5%	**	**	**	**	**	**	**	**	3%	**	3%	**	4%	**	**
KCOM	13	**	**	**	**	**	**	**	**	10	**	10	**	10	**	**
	5%	**	**	**	**	**	**	**	**	4%	**	4%	**	5%	**	**
NOW/ NOW Broadband	13	**	**	**	**	**	**	**	**	9	**	9	**	9	**	**
	5%	**	**	**	**	**	**	**	**	4%	**	4%	**	5%	**	**
SSE	8	**	**	**	**	**	**	**	**	7	**	7	**	7	**	**
	3%	**	**	**	**	**	**	**	**	3%	**	3%	**	3%	**	**
Plusnet	6	**	**	**	**	**	**	**	**	6	**	6	**	6	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	3%	**	3%	**	**
POP Telecom	5	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	2%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Utility Warehouse	4	**	**	**	**	**	**	**	**	4	**	4	**	4	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**
Post Office	4	**	**	**	**	**	**	**	**	4	**	4	**	4	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	239	49	7	49	7	54	2	31	6	195	8	195	8	178	25	84
Effective Weighted Sample	196	34	5	34	5	38	2	19	5	166	6	166	6	151	20	71
Total	278	55	8	55	8	59	4	22	9	227	9	227	9	206	30	89
Shell Energy	1	**	**	**	**	**	**	**	**	*	**	*	**	*	**	**
	*%	**	**	**	**	**	**	**	**	*%	**	*%	**	*%	**	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	*%	**	**	**	**	**	**	**	**	*%	**	*%	**	*%	**	**
Other supplier	3	**	**	**	**	**	**	**	**	3	**	3	**	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	239	-	-	-	-	-	-	-	-	27	8	27	8
Effective Weighted Sample	196	-	-	-	-	-	-	-	-	22	7	22	7
Total	278	-	-	-	-	-	-	-	-	41	10	41	10
Sky	49	**	**	**	**	**	**	**	**	**	**	**	**
18%		**	**	**	**	**	**	**	**	**	**	**	**
EE	43	**	**	**	**	**	**	**	**	**	**	**	**
15%		**	**	**	**	**	**	**	**	**	**	**	**
BT	40	**	**	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	35	**	**	**	**	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	28	**	**	**	**	**	**	**	**	**	**	**	**
10%		**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	13	**	**	**	**	**	**	**	**	**	**	**	**
5%		**	**	**	**	**	**	**	**	**	**	**	**
John Lewis	13	**	**	**	**	**	**	**	**	**	**	**	**
5%		**	**	**	**	**	**	**	**	**	**	**	**
KCOM	13	**	**	**	**	**	**	**	**	**	**	**	**
5%		**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	13	**	**	**	**	**	**	**	**	**	**	**	**
5%		**	**	**	**	**	**	**	**	**	**	**	**
SSE	8	**	**	**	**	**	**	**	**	**	**	**	**
3%		**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	6	**	**	**	**	**	**	**	**	**	**	**	**
2%		**	**	**	**	**	**	**	**	**	**	**	**
POP Telecom	5	**	**	**	**	**	**	**	**	**	**	**	**
2%		**	**	**	**	**	**	**	**	**	**	**	**
Utility Warehouse	4	**	**	**	**	**	**	**	**	**	**	**	**
1%		**	**	**	**	**	**	**	**	**	**	**	**
Post Office	4	**	**	**	**	**	**	**	**	**	**	**	**
1%		**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	239	-	-	-	-	-	-	-	-	27	8	27	8
Effective Weighted Sample	196	-	-	-	-	-	-	-	-	22	7	22	7
Total	278	-	-	-	-	-	-	-	-	41	10	41	10
Shell Energy	1	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	3	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	239	31	4	12	4	5	6	1	-	35	11	220	19
Effective Weighted Sample	196	25	3	10	3	4	5	1	-	28	9	180	16
Total	278	46	4	17	7	8	11	2	-	50	19	254	24
Sky	49	**	**	**	**	**	**	**	**	**	**	47	**
	18%	**	**	**	**	**	**	**	**	**	**	19%	**
EE	43	**	**	**	**	**	**	**	**	**	**	40	**
	15%	**	**	**	**	**	**	**	**	**	**	16%	**
BT	40	**	**	**	**	**	**	**	**	**	**	36	**
	14%	**	**	**	**	**	**	**	**	**	**	14%	**
Virgin Media	35	**	**	**	**	**	**	**	**	**	**	32	**
	12%	**	**	**	**	**	**	**	**	**	**	13%	**
TalkTalk	28	**	**	**	**	**	**	**	**	**	**	24	**
	10%	**	**	**	**	**	**	**	**	**	**	10%	**
Vodafone	13	**	**	**	**	**	**	**	**	**	**	8	**
	5%	**	**	**	**	**	**	**	**	**	**	3%	**
John Lewis	13	**	**	**	**	**	**	**	**	**	**	12	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
KCOM	13	**	**	**	**	**	**	**	**	**	**	12	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
NOW/ NOW Broadband	13	**	**	**	**	**	**	**	**	**	**	13	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
SSE	8	**	**	**	**	**	**	**	**	**	**	8	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**
Plusnet	6	**	**	**	**	**	**	**	**	**	**	6	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
POP Telecom	5	**	**	**	**	**	**	**	**	**	**	5	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Utility Warehouse	4	**	**	**	**	**	**	**	**	**	**	4	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Post Office	4	**	**	**	**	**	**	**	**	**	**	4	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	239	31	4	12	4	5	6	1	-	35	11	220	19
Effective Weighted Sample	196	25	3	10	3	4	5	1	-	28	9	180	16
Total	278	46	4	17	7	8	11	2	-	50	19	254	24
Shell Energy	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
Other supplier	3	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	*%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	d	~e	~f	a	~b	~c
Unweighted total	239	-	-	-	11	228	78	132	24	234	4	2	157	71	10
Effective Weighted Sample	196	-	-	-	8	187	63	109	20	193	4	2	128	61	8
Total	278	-	-	-	12	266	86	155	27	268	8	5	186	75	15
Sky	49	**	**	**	**	47	**	29	**	48	**	**	27	**	**
	18%	**	**	**	**	18%	**	19%	**	18%	**	**	15%	**	**
EE	43	**	**	**	**	40	**	23	**	40	**	**	31	**	**
	15%	**	**	**	**	15%	**	15%	**	15%	**	**	17%	**	**
BT	40	**	**	**	**	38	**	21	**	40	**	**	26	**	**
	14%	**	**	**	**	14%	**	14%	**	15%	**	**	14%	**	**
Virgin Media	35	**	**	**	**	33	**	23	**	35	**	**	27	**	**
	12%	**	**	**	**	12%	**	14%	**	13%	**	**	14%	**	**
TalkTalk	28	**	**	**	**	28	**	12	**	23	**	**	16	**	**
	10%	**	**	**	**	10%	**	8%	**	9%	**	**	9%	**	**
Vodafone	13	**	**	**	**	13	**	8	**	13	**	**	8	**	**
	5%	**	**	**	**	5%	**	5%	**	5%	**	**	4%	**	**
John Lewis	13	**	**	**	**	11	**	8	**	13	**	**	9	**	**
	5%	**	**	**	**	4%	**	5%	**	5%	**	**	5%	**	**
KCOM	13	**	**	**	**	13	**	7	**	13	**	**	13	**	**
	5%	**	**	**	**	5%	**	4%	**	5%	**	**	7%	**	**
NOW/ NOW Broadband	13	**	**	**	**	13	**	7	**	13	**	**	9	**	**
	5%	**	**	**	**	5%	**	4%	**	5%	**	**	5%	**	**
SSE	8	**	**	**	**	7	**	3	**	8	**	**	3	**	**
	3%	**	**	**	**	3%	**	2%	**	3%	**	**	2%	**	**
Plusnet	6	**	**	**	**	6	**	4	**	6	**	**	4	**	**
	2%	**	**	**	**	2%	**	2%	**	2%	**	**	2%	**	**
POP Telecom	5	**	**	**	**	5	**	3	**	5	**	**	4	**	**
	2%	**	**	**	**	2%	**	2%	**	2%	**	**	2%	**	**
Utility Warehouse	4	**	**	**	**	4	**	2	**	4	**	**	2	**	**
	1%	**	**	**	**	1%	**	2%	**	1%	**	**	1%	**	**
Post Office	4	**	**	**	**	4	**	3	**	4	**	**	4	**	**
	1%	**	**	**	**	1%	**	2%	**	1%	**	**	2%	**	**
Shell Energy	1	**	**	**	**	1	**	1	**	1	**	**	1	**	**
	*%	**	**	**	**	*%	**	*%	**	*%	**	**	1%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	d	~e	~f	a	~b	~c
Unweighted total	239	-	-	-	11	228	78	132	24	234	4	2	157	71	10
Effective Weighted Sample	196	-	-	-	8	187	63	109	20	193	4	2	128	61	8
Total	278	-	-	-	12	266	86	155	27	268	8	5	186	75	15
The Phone Co-op	1	**	**	**	**	1	**	-	**	1	**	**	-	**	**
	*%	**	**	**	**	*%	**	-%	**	*%	**	**	-%	**	**
Other supplier	3	**	**	**	**	3	**	2	**	2	**	**	1	**	**
	1%	**	**	**	**	1%	**	1%	**	1%	**	**	*%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	239	130	104	96	45	45	51	209	18	9	3	67	89	56	134	48
Effective Weighted Sample	196	108	84	76	42	37	40	172	16	7	2	54	73	47	111	38
Total	278	152	120	104	56	59	58	240	20	13	5	80	102	64	147	58
Sky	49	25	22	**	**	**	**	44	**	**	**	**	**	**	23	**
	18%	17%	18%	**	**	**	**	18%	**	**	**	**	**	**	15%	**
EE	43	28	15	**	**	**	**	36	**	**	**	**	**	**	25	**
	15%	19%	12%	**	**	**	**	15%	**	**	**	**	**	**	17%	**
BT	40	20	19	**	**	**	**	31	**	**	**	**	**	**	15	**
	14%	13%	16%	**	**	**	**	13%	**	**	**	**	**	**	10%	**
Virgin Media	35	20	14	**	**	**	**	34	**	**	**	**	**	**	22	**
	12%	13%	12%	**	**	**	**	14%	**	**	**	**	**	**	15%	**
TalkTalk	28	16	12	**	**	**	**	25	**	**	**	**	**	**	13	**
	10%	10%	10%	**	**	**	**	10%	**	**	**	**	**	**	9%	**
Vodafone	13	4	9	**	**	**	**	10	**	**	**	**	**	**	7	**
	5%	3%	7%	**	**	**	**	4%	**	**	**	**	**	**	5%	**
John Lewis	13	3	8	**	**	**	**	11	**	**	**	**	**	**	11	**
	5%	2%	7%	**	**	**	**	4%	**	**	**	**	**	**	7%	**
KCOM	13	10	1	**	**	**	**	11	**	**	**	**	**	**	9	**
	5%	7%	1%	**	**	**	**	4%	**	**	**	**	**	**	6%	**
NOW/ NOW Broadband	13	8	4	**	**	**	**	9	**	**	**	**	**	**	6	**
	5%	5%	4%	**	**	**	**	4%	**	**	**	**	**	**	4%	**
SSE	8	4	4	**	**	**	**	8	**	**	**	**	**	**	5	**
	3%	3%	4%	**	**	**	**	3%	**	**	**	**	**	**	4%	**
Plusnet	6	2	4	**	**	**	**	5	**	**	**	**	**	**	1	**
	2%	2%	3%	**	**	**	**	2%	**	**	**	**	**	**	1%	**
POP Telecom	5	2	3	**	**	**	**	5	**	**	**	**	**	**	2	**
	2%	1%	3%	**	**	**	**	2%	**	**	**	**	**	**	1%	**
Utility Warehouse	4	4	-	**	**	**	**	3	**	**	**	**	**	**	4	**
	1%	2%	-%	**	**	**	**	1%	**	**	**	**	**	**	3%	**
Post Office	4	1	2	**	**	**	**	2	**	**	**	**	**	**	4	**
	1%	1%	2%	**	**	**	**	1%	**	**	**	**	**	**	2%	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	239	130	104	96	45	45	51	209	18	9	3	67	89	56	134	48
Effective Weighted Sample	196	108	84	76	42	37	40	172	16	7	2	54	73	47	111	38
Total	278	152	120	104	56	59	58	240	20	13	5	80	102	64	147	58
Shell Energy	1	-	1	**	**	**	**	1	**	**	**	**	**	**	1	**
	*%	-%	1%	**	**	**	**	1%	**	**	**	**	**	**	1%	**
The Phone Co-op	1	1	-	**	**	**	**	1	**	**	**	**	**	**	1	**
	*%	1%	-%	**	**	**	**	*%	**	**	**	**	**	**	1%	**
Other supplier	3	2	1	**	**	**	**	3	**	**	**	**	**	**	-	**
	1%	1%	1%	**	**	**	**	1%	**	**	**	**	**	**	-%	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	205	34	43	39	38	60	17	27	9	134	29	140	23	122	41	46
Effective Weighted Sample	166	24	37	27	33	42	13	16	7	109	25	114	19	99	34	38
Total	191	36	28	40	25	47	18	16	9	125	21	129	17	113	34	43
Sky	41	**	**	**	**	**	**	**	**	25	**	26	**	27	**	**
	21%	**	**	**	**	**	**	**	**	20%	**	20%	**	24%	**	**
Freeview	39	**	**	**	**	**	**	**	**	28	**	29	**	25	**	**
	20%	**	**	**	**	**	**	**	**	22%	**	22%	**	22%	**	**
Virgin Media	33	**	**	**	**	**	**	**	**	24	**	25	**	17	**	**
	17%	**	**	**	**	**	**	**	**	19%	**	19%	**	15%	**	**
BT	23	**	**	**	**	**	**	**	**	13	**	15	**	14	**	**
	12%	**	**	**	**	**	**	**	**	11%	**	11%	**	13%	**	**
EE	15	**	**	**	**	**	**	**	**	7	**	8	**	8	**	**
	8%	**	**	**	**	**	**	**	**	5%	**	6%	**	7%	**	**
TalkTalk	11	**	**	**	**	**	**	**	**	9	**	9	**	7	**	**
	6%	**	**	**	**	**	**	**	**	7%	**	7%	**	7%	**	**
NOW/ NOW Broadband	10	**	**	**	**	**	**	**	**	6	**	6	**	2	**	**
	5%	**	**	**	**	**	**	**	**	5%	**	5%	**	2%	**	**
Freesat	9	**	**	**	**	**	**	**	**	3	**	3	**	4	**	**
	5%	**	**	**	**	**	**	**	**	3%	**	3%	**	4%	**	**
Plusnet	3	**	**	**	**	**	**	**	**	3	**	3	**	3	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	2%	**	3%	**	**
YouView	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Other supplier	7	**	**	**	**	**	**	**	**	6	**	6	**	3	**	**
	4%	**	**	**	**	**	**	**	**	4%	**	4%	**	3%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	205	50	54	60	44	81	23	35	9	-	-	-	-
Effective Weighted Sample	166	41	47	49	39	67	20	28	8	-	-	-	-
Total	191	39	36	46	29	59	17	24	8	-	-	-	-
Sky	41	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**
Freeview	39	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	33	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**
BT	23	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
EE	15	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	11	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	10	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Freesat	9	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
YouView	1	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	7	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	205	-	-	-	-	-	-	-	-	-	-	181	24
Effective Weighted Sample	166	-	-	-	-	-	-	-	-	-	-	146	20
Total	191	-	-	-	-	-	-	-	-	-	-	169	22
Sky	41	**	**	**	**	**	**	**	**	**	**	38	**
	21%	**	**	**	**	**	**	**	**	**	**	22%	**
Freeview	39	**	**	**	**	**	**	**	**	**	**	28	**
	20%	**	**	**	**	**	**	**	**	**	**	17%	**
Virgin Media	33	**	**	**	**	**	**	**	**	**	**	31	**
	17%	**	**	**	**	**	**	**	**	**	**	18%	**
BT	23	**	**	**	**	**	**	**	**	**	**	19	**
	12%	**	**	**	**	**	**	**	**	**	**	11%	**
EE	15	**	**	**	**	**	**	**	**	**	**	15	**
	8%	**	**	**	**	**	**	**	**	**	**	9%	**
TalkTalk	11	**	**	**	**	**	**	**	**	**	**	10	**
	6%	**	**	**	**	**	**	**	**	**	**	6%	**
NOW/ NOW Broadband	10	**	**	**	**	**	**	**	**	**	**	10	**
	5%	**	**	**	**	**	**	**	**	**	**	6%	**
Freesat	9	**	**	**	**	**	**	**	**	**	**	8	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
Plusnet	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
YouView	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
Other supplier	7	**	**	**	**	**	**	**	**	**	**	7	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	d	~e	~f	a	~b	~c
Unweighted total	205	30	-	-	29	146	51	106	38	195	10	1	116	67	22
Effective Weighted Sample	166	26	-	-	25	121	42	85	32	158	8	1	94	55	18
Total	191	18	-	-	21	151	51	98	30	180	11	2	114	57	20
Sky	41	**	**	**	**	29	**	21	**	39	**	**	24	**	**
	21%	**	**	**	**	19%	**	22%	**	22%	**	**	21%	**	**
Freeview	39	**	**	**	**	26	**	22	**	34	**	**	17	**	**
	20%	**	**	**	**	17%	**	22%	**	19%	**	**	15%	**	**
Virgin Media	33	**	**	**	**	29	**	9	**	32	**	**	22	**	**
	17%	**	**	**	**	19%	**	9%	**	18%	**	**	19%	**	**
BT	23	**	**	**	**	21	**	12	**	21	**	**	13	**	**
	12%	**	**	**	**	14%	**	12%	**	12%	**	**	12%	**	**
EE	15	**	**	**	**	10	**	9	**	15	**	**	7	**	**
	8%	**	**	**	**	7%	**	9%	**	8%	**	**	6%	**	**
TalkTalk	11	**	**	**	**	10	**	6	**	11	**	**	8	**	**
	6%	**	**	**	**	7%	**	6%	**	6%	**	**	7%	**	**
NOW/ NOW Broadband	10	**	**	**	**	10	**	6	**	9	**	**	8	**	**
	5%	**	**	**	**	7%	**	7%	**	5%	**	**	7%	**	**
Freesat	9	**	**	**	**	6	**	5	**	9	**	**	4	**	**
	5%	**	**	**	**	4%	**	5%	**	5%	**	**	4%	**	**
Plusnet	3	**	**	**	**	3	**	3	**	3	**	**	3	**	**
	2%	**	**	**	**	2%	**	3%	**	2%	**	**	3%	**	**
YouView	1	**	**	**	**	1	**	-	**	1	**	**	1	**	**
	*%	**	**	**	**	1%	**	-%	**	*%	**	**	1%	**	**
Other supplier	7	**	**	**	**	6	**	4	**	7	**	**	6	**	**
	4%	**	**	**	**	4%	**	4%	**	4%	**	**	5%	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	205	106	96	62	49	38	51	179	12	12	2	51	77	55	89	53
Effective Weighted Sample	166	86	78	51	41	33	40	143	10	11	2	44	62	44	71	45
Total	191	97	92	51	45	45	46	167	11	11	2	58	62	52	84	41
Sky	41	23	**	**	**	**	**	36	**	**	**	**	**	**	**	**
	21%	24%	**	**	**	**	**	22%	**	**	**	**	**	**	**	**
Freeview	39	23	**	**	**	**	**	33	**	**	**	**	**	**	**	**
	20%	24%	**	**	**	**	**	20%	**	**	**	**	**	**	**	**
Virgin Media	33	14	**	**	**	**	**	30	**	**	**	**	**	**	**	**
	17%	14%	**	**	**	**	**	18%	**	**	**	**	**	**	**	**
BT	23	13	**	**	**	**	**	21	**	**	**	**	**	**	**	**
	12%	13%	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
EE	15	6	**	**	**	**	**	13	**	**	**	**	**	**	**	**
	8%	6%	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
TalkTalk	11	3	**	**	**	**	**	9	**	**	**	**	**	**	**	**
	6%	4%	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	10	5	**	**	**	**	**	8	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
Freesat	9	6	**	**	**	**	**	6	**	**	**	**	**	**	**	**
	5%	6%	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
Plusnet	3	2	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
YouView	1	1	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	*%	1%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
Other supplier	7	1	**	**	**	**	**	6	**	**	**	**	**	**	**	**
	4%	1%	**	**	**	**	**	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	624	55	419	115	359	265	209	50	41	496	97	544	49	371	222	65
Effective Weighted Sample	534	43	401	90	343	235	176	42	36	421	91	466	46	325	187	56
Total	560	77	348	130	295	230	195	40	36	442	85	485	42	324	203	53
NOW	21	**	14	3	13	11	5	**	**	15	**	19	**	11	7	**
	4%	**	4%	2%	4%	5%	3%	**	**	3%	**	4%	**	4%	4%	**
Sky TV (satellite TV, monthly subscription)	16	**	13	2	12	9	4	**	**	13	**	14	**	9	6	**
	3%	**	4%	1%	4%	4%	2%	**	**	3%	**	3%	**	3%	3%	**
BT TV	7	**	4	1	3	1	3	**	**	3	**	3	**	3	2	**
	1%	**	1%	1%	1%	*%	2%	**	**	1%	**	1%	**	1%	1%	**
Virgin TV (cable TV)	6	**	2	1	2	2	1	**	**	4	**	4	**	4	1	**
	1%	**	*%	1%	1%	1%	*%	**	**	1%	**	1%	**	1%	*%	**
TalkTalk TV	4	**	2	-	2	*	1	**	**	4	**	4	**	2	1	**
	1%	**	*%	-%	1%	*%	1%	**	**	1%	**	1%	**	1%	1%	**
EE TV	2	**	2	-	2	1	1	**	**	1	**	2	**	1	1	**
	*%	**	*%	-%	1%	*%	*%	**	**	*%	**	*%	**	*%	1%	**
Plusnet TV	1	**	1	-	1	1	1	**	**	1	**	1	**	1	1	**
	*%	**	*%	-%	*%	*%	*%	**	**	*%	**	*%	**	*%	*%	**
Other satellite TV	1	**	1	*	1	*	1	**	**	1	**	1	**	*	1	**
	*%	**	*%	*%	*%	*%	*%	**	**	*%	**	*%	**	*%	*%	**
Any other paid-for TV service	5	**	3	2	2	1	2	**	**	5	**	5	**	3	2	**
	1%	**	1%	1%	1%	1%	1%	**	**	1%	**	1%	**	1%	1%	**
No, I have not	505	**	313	123	264	205	182	**	**	401	**	438	**	289	188	**
	90%	**	90%	95%	89%	90%	93%	**	**	91%	**	90%	**	89%	92%	**
ANY PAID-FOR TV SERVICES	55	**	35	6	31	24	14	**	**	41	**	46	**	35	16	**
	10%	**	10%	5%	11%	10%	7%	**	**	9%	**	10%	**	11%	8%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	624	109	431	176	364	318	222	71	51	-	-	-	-
Effective Weighted Sample	534	93	411	157	348	296	208	62	47	-	-	-	-
Total	560	82	355	139	298	256	181	52	40	-	-	-	-
NOW	21	4	15	6	13	13	6	**	**	**	**	**	**
	4%	5%	4%	4%	4%	5%	3%	**	**	**	**	**	**
Sky TV (satellite TV, monthly subscription)	16	2	13	3	12	11	3	**	**	**	**	**	**
	3%	3%	4%	2%	4%	4%	2%	**	**	**	**	**	**
BT TV	7	-	4	1	3	1	3	**	**	**	**	**	**
	1%	-%	1%	1%	1%	1%	2%	**	**	**	**	**	**
Virgin TV (cable TV)	6	2	3	2	3	3	2	**	**	**	**	**	**
	1%	2%	1%	1%	1%	1%	1%	**	**	**	**	**	**
TalkTalk TV	4	2	2	2	2	2	2	**	**	**	**	**	**
	1%	2%	1%	1%	1%	1%	1%	**	**	**	**	**	**
EE TV	2	*	2	1	2	1	1	**	**	**	**	**	**
	1%	1%	1%	1%	1%	1%	1%	**	**	**	**	**	**
Plusnet TV	1	-	1	-	1	1	1	**	**	**	**	**	**
	1%	-%	1%	-%	1%	1%	1%	**	**	**	**	**	**
Other satellite TV	1	-	1	-	1	*	1	**	**	**	**	**	**
	1%	-%	1%	-%	1%	1%	1%	**	**	**	**	**	**
Any other paid-for TV service	5	1	3	2	2	1	2	**	**	**	**	**	**
	1%	1%	1%	1%	1%	1%	1%	**	**	**	**	**	**
No, I have not	505	74	317	126	266	226	166	**	**	**	**	**	**
	90%	90%	89%	90%	89%	88%	92%	**	**	**	**	**	**
ANY PAID-FOR TV SERVICES	55	8	38	14	33	31	15	**	**	**	**	**	**
	10%	10%	11%	10%	11%	12%	8%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	624	-	-	-	-	175	449	37	27	-	624	374	250
Effective Weighted Sample	534	-	-	-	-	157	379	34	25	-	534	333	205
Total	560	-	-	-	-	147	413	27	21	-	560	322	238
NOW	21	**	**	**	**	8	14	**	**	**	21	19	3
	4%	**	**	**	**	5%	3%	**	**	**	4%	6% b	1%
Sky TV (satellite TV, monthly subscription)	16	**	**	**	**	11	5	**	**	**	16	11	5
	3%	**	**	**	**	8% b	1%	**	**	**	3%	3%	2%
BT TV	7	**	**	**	**	5	2	**	**	**	7	3	3
	1%	**	**	**	**	3% b	*% b	**	**	**	1%	1%	1%
Virgin TV (cable TV)	6	**	**	**	**	5	1	**	**	**	6	5	2
	1%	**	**	**	**	4% b	*% b	**	**	**	1%	1%	1%
TalkTalk TV	4	**	**	**	**	2	2	**	**	**	4	1	2
	1%	**	**	**	**	1%	*% b	**	**	**	1%	*% b	1%
EE TV	2	**	**	**	**	2	1	**	**	**	2	2	1
	*% b	**	**	**	**	1%	*% b	**	**	**	*% b	1%	*% b
Plusnet TV	1	**	**	**	**	1	1	**	**	**	1	1	1
	*% b	**	**	**	**	*% b	*% b	**	**	**	*% b	*% b	*% b
Other satellite TV	1	**	**	**	**	*	1	**	**	**	1	*	1
	*% b	**	**	**	**	*% b	*% b	**	**	**	*% b	*% b	*% b
Any other paid-for TV service	5	**	**	**	**	2	3	**	**	**	5	4	1
	1%	**	**	**	**	1%	1%	**	**	**	1%	1%	*% b
No, I have not	505	**	**	**	**	113	391	**	**	**	505	279	226
	90%	**	**	**	**	77% a	95% a	**	**	**	90%	86% b	95% a
ANY PAID-FOR TV SERVICES	55	**	**	**	**	33	22	**	**	**	55	44	12
	10%	**	**	**	**	23% b	5%	**	**	**	10%	14% b	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	624	338	-	-	97	189	18	162	269	449	174	49	91	220	312
Effective Weighted Sample	534	324	-	-	91	147	15	145	234	394	141	37	81	199	257
Total	560	273	-	-	85	202	14	147	237	397	162	55	74	196	289
NOW	21	12	**	**	**	6	**	15	4	19	2	**	**	12	4
	4%	4%	**	**	**	3%	**	10%	2%	5%	2%	**	**	6%	1%
								ce						c	
Sky TV (satellite TV, monthly subscription)	16	11	**	**	**	4	**	5	7	14	3	**	**	7	5
	3%	4%	**	**	**	2%	**	4%	3%	3%	2%	**	**	4%	2%
BT TV	7	2	**	**	**	3	**	2	3	5	1	**	**	4	1
	1%	1%	**	**	**	1%	**	1%	1%	1%	1%	**	**	2%	*%
Virgin TV (cable TV)	6	2	**	**	**	3	**	3	1	4	2	**	**	2	3
	1%	1%	**	**	**	2%	**	2%	*%	1%	1%	**	**	1%	1%
TalkTalk TV	4	2	**	**	**	2	**	1	1	2	1	**	**	*	2
	1%	1%	**	**	**	1%	**	1%	*%	1%	1%	**	**	*%	1%
EE TV	2	1	**	**	**	*	**	-	1	2	1	**	**	-	2
	*%	*%	**	**	**	*%	**	-%	1%	*%	*%	**	**	-%	1%
Plusnet TV	1	1	**	**	**	-	**	-	1	1	1	**	**	1	1
	*%	1%	**	**	**	-%	**	-%	*%	*%	*%	**	**	*%	*%
Other satellite TV	1	1	**	**	**	-	**	-	-	*	1	**	**	-	1
	*%	*%	**	**	**	-%	**	-%	-%	*%	*%	**	**	-%	*%
Any other paid-for TV service	5	3	**	**	**	2	**	1	2	3	2	**	**	2	2
	1%	1%	**	**	**	1%	**	1%	1%	1%	1%	**	**	1%	1%
No, I have not	505	245	**	**	**	184	**	122	218	350	154	**	**	169	274
	90%	90%	**	**	**	91%	**	83%	92%	88%	95%	**	**	86%	95%
									b		b				b
ANY PAID-FOR TV SERVICES	55	28	**	**	**	17	**	25	19	47	8	**	**	28	15
	10%	10%	**	**	**	9%	**	17%	8%	12%	5%	**	**	14%	5%
								ce						c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	624	349	265	180	182	89	168	529	53	25	17	99	251	216	188	348
Effective Weighted Sample	534	296	231	159	167	80	138	450	45	23	16	81	212	194	158	295
Total	560	326	225	147	153	111	145	476	47	23	14	95	229	185	170	313
NOW	21	12	10	5	10	**	4	18	**	**	**	**	7	10	7	10
	4%	4%	4%	4%	7%	**	2%	4%	**	**	**	**	3%	5%	4%	3%
Sky TV (satellite TV, monthly subscription)	16	5	10	4	5	**	3	11	**	**	**	**	10	3	7	5
	3%	1%	4%	3%	4%	**	2%	2%	**	**	**	**	4%	2%	4%	2%
BT TV	7	3	3	4	1	**	2	5	**	**	**	**	3	2	2	4
	1%	1%	1%	3%	1%	**	1%	1%	**	**	**	**	1%	1%	1%	1%
Virgin TV (cable TV)	6	4	2	2	3	**	-	4	**	**	**	**	2	3	2	3
	1%	1%	1%	2%	2%	**	-%	1%	**	**	**	**	1%	2%	1%	1%
TalkTalk TV	4	3	*	1	1	**	1	4	**	**	**	**	2	*	1	2
	1%	1%	*%	1%	1%	**	1%	1%	**	**	**	**	1%	*%	1%	1%
EE TV	2	2	-	1	*	**	1	2	**	**	**	**	2	-	1	-
	*%	1%	-%	*%	*%	**	1%	*%	**	**	**	**	1%	-%	1%	-%
Plusnet TV	1	1	-	1	-	**	1	1	**	**	**	**	1	-	1	-
	*%	*%	-%	*%	-%	**	*%	*%	**	**	**	**	1%	-%	*%	-%
Other satellite TV	1	1	-	1	*	**	-	1	**	**	**	**	1	*	1	-
	*%	*%	-%	*%	*%	**	-%	*%	**	**	**	**	*%	*%	1%	-%
Any other paid-for TV service	5	2	3	3	2	**	-	4	**	**	**	**	1	3	2	3
	1%	1%	1%	2%	1%	**	-%	1%	**	**	**	**	1%	1%	1%	1%
No, I have not	505	298	199	133	130	**	133	432	**	**	**	**	205	164	153	285
	90%	91%	88%	90%	85%	**	92%	91%	**	**	**	**	90%	89%	90%	91%
ANY PAID-FOR TV SERVICES	55	28	26	14	23	**	12	44	**	**	**	**	24	21	17	28
	10%	9%	12%	10%	15%	**	8%	9%	**	**	**	**	10%	11%	10%	9%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
I regularly keep an eye on deals in the market	472	49	218	78	188	176	90	51	29	352	67	370	49	297	121	130
	14%	16%	11%	14%	11%	14%	9%	20%	15%	14%	15%	13%	16%	16%	10%	26%
						b		ab						b		ab
I occasionally look at deals in the market	1099	96	625	152	570	448	274	90	68	829	152	872	108	689	291	164
	32%	31%	32%	28%	34%	35%	28%	36%	36%	32%	33%	32%	36%	37%	25%	33%
						b								b		b
I only look at deals when my contract is ending	1039	73	632	145	560	398	307	72	57	774	151	831	94	564	361	135
	30%	24%	33%	27%	33%	31%	32%	29%	30%	30%	33%	30%	31%	30%	31%	27%
			a		a											
TOTAL EVER LOOK AT DEALS	2610	218	1476	375	1318	1022	671	213	154	1955	370	2073	251	1551	773	428
	76%	70%	77%	69%	78%	80%	70%	84%	82%	75%	81%	75%	83%	83%	65%	87%
					a	b		b	b		a		a	b		b
I don't ever look at deals in the market	621	74	368	135	307	205	237	33	28	493	65	521	37	248	309	48
	18%	24%	19%	25%	18%	16%	25%	13%	15%	19%	14%	19%	12%	13%	26%	10%
				b			acd			b		b			ac	
Don't know	189	18	84	35	67	46	56	6	5	146	23	154	15	69	100	17
	6%	6%	4%	6%	4%	4%	6%	2%	3%	6%	5%	6%	5%	4%	8%	3%
															ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
I regularly keep an eye on deals in the market	472	67	238	99	206	192	112	66	34	56	148	66	138
	14%	16%	12%	15%	11%	14%	10%	21%	16%	12%	13%	11%	13%
		b						ab					
I occasionally look at deals in the market	1099	136	668	202	601	492	312	119	83	164	377	192	349
	32%	33%	33%	31%	33%	35%	29%	38%	38%	36%	33%	33%	34%
						b		b	b				
I only look at deals when my contract is ending	1039	129	680	212	596	479	330	87	64	147	364	194	317
	30%	31%	33%	32%	33%	34%	31%	28%	29%	32%	32%	34%	31%
						c							
TOTAL EVER LOOK AT DEALS	2610	331	1585	514	1403	1162	754	272	181	367	890	452	805
	76%	81%	77%	77%	78%	84%	70%	86%	83%	80%	78%	78%	79%
						b		b	b				
I don't ever look at deals in the market	621	62	377	116	324	177	262	33	29	73	196	95	175
	18%	15%	18%	17%	18%	13%	24%	10%	13%	16%	17%	16%	17%
						acd							
Don't know	189	18	90	34	74	50	57	11	9	18	57	30	44
	6%	4%	4%	5%	4%	4%	5%	3%	4%	4%	5%	5%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
I regularly keep an eye on deals in the market	472	122	82	38	**	28	43	**	**	204	70	401	71
	14%	16%	10%	25%	**	15%	9%	**	**	13%	10%	15%	9%
		b		ab								b	
I occasionally look at deals in the market	1099	292	249	64	**	71	141	**	**	541	212	909	190
	32%	39%	29%	43%	**	38%	29%	**	**	34%	31%	35%	23%
		b		b								b	
I only look at deals when my contract is ending	1039	210	302	31	**	56	143	**	**	511	199	801	239
	30%	28%	35%	21%	**	30%	29%	**	**	32%	29%	31%	29%
			ac										
TOTAL EVER LOOK AT DEALS	2610	623	633	133	**	155	326	**	**	1256	481	2110	499
	76%	84%	74%	89%	**	83%	67%	**	**	78%	71%	81%	62%
		b		b		b				b		b	
I don't ever look at deals in the market	621	89	181	13	**	24	146	**	**	269	170	365	256
	18%	12%	21%	9%	**	13%	30%	**	**	17%	25%	14%	32%
			ac				a				a		a
Don't know	189	28	46	3	**	8	16	**	**	75	24	133	56
	6%	4%	5%	2%	**	4%	3%	**	**	5%	4%	5%	7%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
I regularly keep an eye on deals in the market	472	73	96	17	70	216	70	228	150	448	24	5	174	208	90
	14%	10%	12%	11%	17%	17%	17%	18%	13%	16%	4%	3%	16%	17%	8%
					a	a	ef	cef	ef	ef			c	c	
I occasionally look at deals in the market	1099	241	262	56	130	417	131	453	351	935	159	28	350	419	326
	32%	32%	32%	38%	31%	32%	32%	35%	31%	33%	27%	16%	33%	34%	29%
							f	ef	f	ef	f			c	
I only look at deals when my contract is ending	1039	249	266	45	140	348	96	408	352	857	180	49	310	373	354
	30%	33%	33%	30%	33%	27%	23%	31%	32%	30%	31%	28%	29%	31%	31%
		e	e		e			a	a	a	a				
TOTAL EVER LOOK AT DEALS	2610	563	625	119	340	981	298	1090	853	2240	363	82	833	1000	770
	76%	75%	77%	79%	81%	75%	73%	84%	76%	79%	62%	46%	79%	82%	68%
					e		ef	acdef	ef	aef	f		c	c	
I don't ever look at deals in the market	621	156	151	21	63	231	66	140	219	425	196	85	141	155	325
	18%	21%	19%	14%	15%	18%	16%	11%	20%	15%	34%	48%	13%	13%	29%
		d					b		bd	b	abcd	abcde			ab
Don't know	189	29	37	10	19	97	47	70	45	162	23	10	80	65	38
	6%	4%	5%	7%	4%	7%	11%	5%	4%	6%	4%	5%	8%	5%	3%
						a	bcde						c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
I regularly keep an eye on deals in the market	472	268	201	148	131	81	106	381	41	37	13	117	186	142	196	165
	14%	15%	13%	16%	14%	11%	13%	14%	12%	18%	13%	18% bc	14%	13%	17% b	10%
I occasionally look at deals in the market	1099	610	477	320	332	223	218	886	107	63	43	202	460	345	379	515
	32%	34% b	30%	34% d	35% d	31%	28%	32%	33%	31%	42%	32%	34%	31%	33%	32%
I only look at deals when my contract is ending	1039	496	526	306	302	205	214	867	80	60	32	178	388	371	322	563
	30%	28%	33% a	33% d	32%	29%	27%	31%	25%	29%	31%	28%	29%	33%	28%	35% a
TOTAL EVER LOOK AT DEALS	2610	1373	1204	775	764	510	538	2134	228	159	89	497	1034	857	897	1243
	76%	77%	75%	83% cd	80% cd	72%	69%	77% b	70%	78%	86% b	79%	77%	76%	78%	78%
I don't ever look at deals in the market	621	331	288	134	141	148	190	502	71	36	12	103	253	190	195	307
	18%	19%	18%	14%	15%	21% ab	24% ab	18%	22%	18%	12%	16%	19%	17%	17%	19%
Don't know	189	74	110	23	45	54	57	150	28	8	3	31	47	82	54	52
	6%	4%	7% a	2%	5% a	8% a	7% a	5%	9%	4%	3%	5%	4%	7% b	5%	3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2629	199	1453	369	1283	1029	623	279	149	1914	436	2055	295	1604	746	450
Effective Weighted Sample	2191	144	1253	284	1107	850	538	207	129	1604	387	1724	260	1340	636	362
Total	2610	218	1476	375	1318	1022	671	213	154	1955	370	2073	251	1551	773	428
Own provider only	473	51	239	78	212	145	145	41	19	363	54	370	47	232	186	75
	18%	24% b	16%	21%	16%	14%	22% ad	19%	12%	19%	15%	18%	19%	15%	24% ac	17%
Other providers only	288	37	96	47	85	101	31	30	17	196	34	200	30	195	35	80
	11%	17% b	6%	13% b	6%	10% b	5%	14% b	11% b	10%	9%	10%	12%	13% b	5%	19% ab
Both own provider and others	1764	127	1108	245	990	760	475	140	117	1328	273	1434	168	1071	530	254
	68%	58%	75% a	65%	75% a	74% c	71%	66%	76%	68%	74%	69%	67%	69% c	69% c	59%
Don't know	85	3	33	5	31	16	20	2	1	68	8	70	6	53	23	19
	3%	1%	2%	1%	2%	2%	3%	1%	1%	3%	2%	3%	2%	3%	3%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2629	424	1607	635	1396	1269	762	348	200	369	757	453	673
Effective Weighted Sample	2191	353	1380	535	1201	1067	657	278	172	314	652	383	583
Total	2610	331	1585	514	1403	1162	754	272	181	367	890	452	805
Own provider only	473	45	251	71	224	151	145	39	16	77	179	90	165
	18%	14%	16%	14%	16%	13%	19%	14%	9%	21%	20%	20%	21%
Other providers only	288	37	104	49	92	109	33	39	19	28	70	31	66
	11%	11%	7%	10%	7%	9%	4%	14%	11%	8%	8%	7%	8%
		b				b		ab	b				
Both own provider and others	1764	241	1190	379	1051	880	551	190	144	249	623	315	556
	68%	73%	75%	74%	75%	76%	73%	70%	79%	68%	70%	70%	69%
Don't know	85	9	40	13	35	24	25	4	2	13	19	15	17
	3%	3%	3%	3%	3%	2%	3%	2%	1%	3%	2%	3%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2629	573	553	153	67	186	367	37	25	1126	553	2117	512
Effective Weighted Sample	2191	475	485	112	55	165	319	30	23	961	483	1760	432
Total	2610	623	633	133	71	155	326	28	19	1256	481	2110	499
Own provider only	473	115	141	30	**	10	31	**	**	256	41	387	85
	18%	18%	22%	23%	**	7%	9%	**	**	20% b	9%	18%	17%
Other providers only	288	75	22	17	**	10	12	**	**	98	22	262	26
	11%	12% b	4%	13% b	**	6%	4%	**	**	8%	5%	12% b	5%
Both own provider and others	1764	421	451	82	**	130	276	**	**	871	406	1389	375
	68%	68%	71%	62%	**	84%	84%	**	**	69%	84% a	66%	75% a
Don't know	85	12	20	3	**	4	7	**	**	32	12	71	14
	3%	2%	3%	2%	**	3%	2%	**	**	3%	2%	3%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2629	698	426	139	417	968	303	1080	861	2244	379	84	854	997	772
Effective Weighted Sample	2191	651	403	128	357	778	240	883	738	1859	328	71	685	835	666
Total	2610	563	625	119	340	981	298	1090	853	2240	363	82	833	1000	770
Own provider only	473	58	136	18	53	208	68	212	138	418	55	**	158	196	119
	18%	10%	22%	15%	16%	21%	23%	19%	16%	19%	15%	**	19%	20%	15%
Other providers only	288	29	43	8	35	175	58	152	61	271	13	**	152	96	37
	11%	5%	7%	7%	10%	18%	19%	14%	7%	12%	4%	**	18%	10%	5%
Both own provider and others	1764	461	434	91	241	553	152	692	632	1475	286	**	481	682	598
	68%	82%	70%	77%	71%	56%	51%	64%	74%	66%	79%	**	58%	68%	78%
Don't know	85	16	12	2	11	45	20	34	22	76	9	**	42	26	16
	3%	3%	2%	2%	3%	5%	7%	3%	3%	3%	2%	**	5%	3%	2%
							bcde						bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2629	1356	1239	843	770	401	591	2169	222	149	89	487	1018	884	913	1249
Effective Weighted Sample	2191	1128	1034	706	651	347	493	1800	190	128	73	392	852	746	750	1049
Total	2610	1373	1204	775	764	510	538	2134	228	159	89	497	1034	857	897	1243
Own provider only	473	247	223	134	132	94	106	386	36	31	**	98	196	141	185	186
	18%	18%	19%	17%	17%	18%	20%	18%	16%	19%	**	20%	19%	16%	21%	15%
															b	
Other providers only	288	154	132	86	73	73	56	237	29	17	**	72	117	62	140	80
	11%	11%	11%	11%	9%	14%	10%	11%	13%	11%	**	14%	11%	7%	16%	6%
												c	c		b	
Both own provider and others	1764	930	809	539	536	324	351	1439	155	108	**	308	693	622	541	953
	68%	68%	67%	70%	70%	64%	65%	67%	68%	67%	**	62%	67%	73%	60%	77%
														ab	a	
Don't know	85	43	41	16	24	18	26	73	7	4	**	20	28	32	30	24
	3%	3%	3%	2%	3%	4%	5%	3%	3%	3%	**	4%	3%	4%	3%	2%
							a									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Very confident	915	68	523	122	469	382	209	94	68	690	137	729	98	562	265	181
	27%	22%	27%	22%	28%	30%	22%	37%	36%	27%	30%	27%	32%	30%	22%	37%
						b		b	b					b		ab
Fairly confident	1680	150	974	271	854	643	481	123	95	1283	230	1372	141	955	558	228
	49%	49%	51%	50%	50%	51%	50%	49%	50%	49%	50%	50%	47%	51%	47%	46%
Not very confident	495	49	263	83	228	162	150	27	20	361	59	377	43	244	176	63
	14%	16%	14%	15%	13%	13%	16%	11%	11%	14%	13%	14%	14%	13%	15%	13%
Not at all confident	144	25	87	36	75	43	68	4	2	108	17	115	11	53	72	14
	4%	8%	5%	7%	4%	3%	7%	2%	1%	4%	4%	4%	3%	3%	6%	3%
							acd								ac	
Don't know	185	18	81	32	66	42	56	3	3	151	14	155	10	54	111	7
	5%	6%	4%	6%	4%	3%	6%	1%	1%	6%	3%	6%	3%	3%	9%	1%
							ac								ac	
TOTAL CONFIDENT	2595	218	1497	393	1322	1025	690	218	163	1974	367	2101	239	1517	824	409
	76%	71%	78%	72%	78%	81%	72%	86%	87%	76%	80%	76%	79%	81%	70%	83%
					a	b		b	b					b		b
TOTAL NOT CONFIDENT	640	73	351	120	304	205	218	31	22	469	76	492	53	297	248	78
	19%	24%	18%	22%	18%	16%	23%	12%	12%	18%	17%	18%	18%	16%	21%	16%
							acd								a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2021. JULY-AUGUST 2021

Table 259

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Very confident	915	132	543	190	485	424	250	120	81	123	305	155	274
	27%	32%	26%	29%	27%	31%	23%	38%	37%	27%	27%	27%	27%
						b		ab	b				
Fairly confident	1680	191	1057	322	925	715	533	156	106	244	574	298	520
	49%	46%	52%	49%	51%	51%	50%	49%	49%	53%	50%	52%	51%
Not very confident	495	57	278	94	241	170	165	28	20	59	168	78	149
	14%	14%	14%	14%	13%	12%	15%	9%	9%	13%	15%	14%	15%
							c						
Not at all confident	144	7	88	20	76	39	57	4	3	11	50	18	43
	4%	2%	4%	3%	4%	3%	5%	1%	2%	2%	4%	3%	4%
			a				ac						
Don't know	185	25	86	38	73	42	69	8	8	19	46	28	38
	5%	6%	4%	6%	4%	3%	6%	3%	4%	4%	4%	5%	4%
							ac						
TOTAL CONFIDENT	2595	322	1600	512	1410	1139	783	276	188	367	880	453	794
	76%	78%	78%	77%	78%	82%	73%	87%	86%	80%	77%	78%	78%
						b		b	b				
TOTAL NOT CONFIDENT	640	64	366	113	317	209	222	32	23	70	218	97	192
	19%	16%	18%	17%	18%	15%	21%	10%	11%	15%	19%	17%	19%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Very confident	915	222	206	64	**	58	137	**	**	429	195	721	194
	27%	30%	24%	43%	**	31%	28%	**	**	27%	29%	28%	24%
				ab									
Fairly confident	1680	370	448	64	**	94	222	**	**	818	315	1305	375
	49%	50%	52%	43%	**	50%	45%	**	**	51%	47%	50%	46%
Not very confident	495	112	115	19	**	18	73	**	**	227	91	381	115
	14%	15%	13%	12%	**	10%	15%	**	**	14%	13%	15%	14%
Not at all confident	144	20	41	1	**	7	33	**	**	61	40	79	65
	4%	3%	5%	1%	**	4%	7%	**	**	4%	6%	3%	8%
													a
Don't know	185	15	50	2	**	10	24	**	**	66	33	123	62
	5%	2%	6%	1%	**	5%	5%	**	**	4%	5%	5%	8%
			ac										a
TOTAL CONFIDENT	2595	592	654	128	**	152	359	**	**	1247	510	2026	569
	76%	80%	76%	86%	**	81%	74%	**	**	78%	76%	78%	70%
				b								b	
TOTAL NOT CONFIDENT	640	133	155	20	**	25	106	**	**	288	131	460	180
	19%	18%	18%	13%	**	14%	22%	**	**	18%	19%	18%	22%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Very confident	915 27%	199 27%	216 27%	39 26%	123 29%	347 27%	114 28%	372 29%	299 27%	785 28%	127 22%	30 17%	314 30%	321 26%	277 24%
							f	ef	f	ef			c		
Fairly confident	1680 49%	388 52%	407 50%	76 51%	216 51%	602 46%	168 41%	666 51%	555 50%	1388 49%	288 49%	71 40%	486 46%	631 52%	559 49%
		e						af	a	a	a			a	
Not very confident	495 14%	97 13%	115 14%	24 16%	54 13%	208 16%	73 18%	170 13%	161 14%	403 14%	92 16%	33 19%	155 15%	165 14%	175 15%
Not at all confident	144 4%	32 4%	39 5%	7 5%	14 3%	52 4%	16 4%	36 3%	47 4%	99 4%	43 7%	25 14%	32 3%	43 4%	67 6%
											bcd	abcde			ab
Don't know	185 5%	33 4%	36 4%	4 3%	14 3%	99 8%	41 10%	55 4%	55 5%	151 5%	31 5%	18 10%	68 6%	60 5%	55 5%
						ad	bcde					bcd			
TOTAL CONFIDENT	2595 76%	587 78%	623 77%	115 77%	339 80%	949 73%	281 69%	1039 80%	854 76%	2174 77%	415 71%	101 57%	800 76%	952 78%	836 74%
		e			e			aef	af	aef	f				
TOTAL NOT CONFIDENT	640 19%	129 17%	154 19%	31 21%	69 16%	261 20%	89 22%	206 16%	208 19%	502 18%	135 23%	57 33%	187 18%	208 17%	243 21%
							b				bd	abcd			b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Very confident	915	533	373	270	248	178	208	759	80	55	21	175	354	312	340	413
	27%	30%	23%	29%	26%	25%	26%	27%	24%	27%	21%	28%	27%	28%	30%	26%
Fairly confident	1680	877	782	461	515	336	359	1347	163	108	62	302	693	541	531	838
	49%	49%	49%	50%	54%	47%	46%	48%	50%	53%	59%	48%	52%	48%	46%	52%
Not very confident	495	226	264	141	118	125	103	403	49	29	15	97	184	155	165	240
	14%	13%	16%	15%	12%	18%	13%	14%	15%	14%	14%	15%	14%	14%	14%	15%
Not at all confident	144	68	75	36	33	27	45	118	15	7	3	18	58	52	59	60
	4%	4%	5%	4%	3%	4%	6%	4%	5%	4%	3%	3%	4%	5%	5%	4%
Don't know	185	74	107	23	36	45	70	159	19	4	3	39	46	70	52	52
	5%	4%	7%	2%	4%	6%	9%	6%	6%	2%	3%	6%	3%	6%	5%	3%
TOTAL CONFIDENT	2595	1410	1156	731	763	514	567	2106	243	162	83	476	1046	852	870	1251
	76%	79%	72%	79%	80%	72%	72%	76%	74%	80%	80%	75%	78%	76%	76%	78%
TOTAL NOT CONFIDENT	640	295	339	177	151	152	149	521	64	36	18	115	242	207	224	299
	19%	17%	21%	19%	16%	21%	19%	19%	20%	18%	17%	18%	18%	18%	20%	19%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Very confident	1044	90	611	158	543	425	276	108	83	795	150	838	107	613	333	164
	31%	29%	32%	29%	32%	33%	29%	43%	44%	31%	33%	31%	35%	33%	28%	33%
								ab	ab					b		
Fairly confident	1468	109	875	216	768	566	418	102	78	1106	210	1186	131	812	504	209
	43%	35%	45%	40%	45%	44%	43%	41%	42%	43%	46%	43%	43%	43%	43%	42%
			a													
Not very confident	552	65	269	101	234	179	155	30	21	420	60	439	41	304	176	79
	16%	21%	14%	18%	14%	14%	16%	12%	11%	16%	13%	16%	14%	16%	15%	16%
		b		b												
Not at all confident	165	18	86	32	72	53	51	6	2	118	22	125	14	73	66	26
	5%	6%	4%	6%	4%	4%	5%	2%	1%	5%	5%	5%	5%	4%	6%	5%
Don't know	191	27	86	38	75	49	64	5	4	154	15	160	10	66	104	15
	6%	9%	4%	7%	4%	4%	7%	2%	2%	6%	3%	6%	3%	4%	9%	3%
		b					ac								ac	
TOTAL CONFIDENT	2512	199	1487	374	1312	991	695	211	161	1902	360	2024	238	1425	837	373
	73%	64%	77%	69%	78%	78%	72%	84%	86%	73%	79%	74%	79%	76%	71%	76%
			a		a	b		b	b		a			b		
TOTAL NOT CONFIDENT	717	83	356	133	306	232	206	36	23	537	82	564	55	377	242	105
	21%	27%	18%	24%	18%	18%	21%	14%	12%	21%	18%	21%	18%	20%	20%	21%
		b		b			cd									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Very confident	1044	129	640	203	567	441	329	111	82	149	372	186	335
	31%	31%	31%	31%	32%	32%	31%	35%	37%	33%	33%	32%	33%
Fairly confident	1468	151	943	260	833	650	444	141	93	201	519	251	468
	43%	37%	46%	39%	46%	47%	41%	45%	43%	44%	45%	44%	46%
			a		a		b						
Not very confident	552	86	285	126	245	193	178	36	22	70	155	86	138
	16%	21%	14%	19%	14%	14%	17%	11%	10%	15%	14%	15%	13%
		b		b									
Not at all confident	165	22	92	36	77	60	54	16	10	18	56	28	46
	5%	5%	4%	5%	4%	4%	5%	5%	5%	4%	5%	5%	5%
Don't know	191	23	92	38	77	46	69	12	12	19	42	26	35
	6%	6%	4%	6%	4%	3%	6%	4%	5%	4%	4%	4%	3%
							a						
TOTAL CONFIDENT	2512	280	1584	463	1401	1090	773	252	175	350	891	437	804
	73%	68%	77%	70%	78%	78%	72%	80%	80%	77%	78%	76%	79%
			a		a		b		b				
TOTAL NOT CONFIDENT	717	108	376	162	322	253	231	52	32	88	211	114	184
	21%	26%	18%	24%	18%	18%	22%	16%	15%	19%	18%	20%	18%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Very confident	1044	249	272	63	**	65	141	**	**	521	206	815	228
	31%	34%	32%	42% b	**	35%	29%	**	**	33%	31%	31%	28%
Fairly confident	1468	334	386	57	**	82	193	**	**	719	275	1133	335
	43%	45%	45%	38%	**	44%	39%	**	**	45%	41%	43%	41%
Not very confident	552	106	119	18	**	28	85	**	**	225	113	431	122
	16%	14%	14%	12%	**	15%	17%	**	**	14%	17%	17%	15%
Not at all confident	165	35	40	7	**	5	27	**	**	74	32	114	51
	5%	5%	5%	4%	**	2%	6%	**	**	5%	5%	4%	6%
Don't know	191	17	44	4	**	7	43	**	**	61	50	116	75
	6%	2%	5% a	3%	**	4%	9%	**	**	4%	7% a	4%	9% a
TOTAL CONFIDENT	2512	583	658	120	**	147	333	**	**	1241	481	1948	563
	73%	79%	76%	81%	**	79% b	68%	**	**	78% b	71%	75% b	69%
TOTAL NOT CONFIDENT	717	141	158	25	**	33	112	**	**	299	144	545	172
	21%	19%	18%	17%	**	18%	23%	**	**	19%	21%	21%	21%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Very confident	1044	222	268	54	122	385	105	404	359	869	172	45	297	389	355
	31%	30%	33%	36%	29%	29%	26%	31%	32%	31%	30%	26%	28%	32%	31%
Fairly confident	1468	337	370	64	207	499	154	555	498	1206	259	73	425	538	502
	43%	45%	45%	43%	49%	38%	37%	43%	45%	43%	45%	41%	40%	44%	44%
		e	e		e										
Not very confident	552	115	105	20	56	258	93	224	150	467	83	24	215	167	167
	16%	15%	13%	13%	13%	20%	23%	17%	13%	17%	14%	14%	20%	14%	15%
						abd	cde	c					bc		
Not at all confident	165	28	40	6	22	69	21	58	57	135	29	12	56	56	52
	5%	4%	5%	4%	5%	5%	5%	4%	5%	5%	5%	7%	5%	5%	5%
Don't know	191	46	30	6	14	98	38	58	54	149	38	22	61	69	56
	6%	6%	4%	4%	3%	7%	9%	4%	5%	5%	6%	13%	6%	6%	5%
						bd	bcd					bcde			
TOTAL CONFIDENT	2512	559	638	119	329	884	259	959	857	2075	431	118	722	927	857
	73%	75%	78%	79%	78%	68%	63%	74%	77%	73%	74%	67%	68%	76%	76%
		e	e	e	e			a	af	a	a			a	a
TOTAL NOT CONFIDENT	717	143	146	26	79	327	114	282	206	602	113	36	272	223	219
	21%	19%	18%	17%	19%	25%	28%	22%	18%	21%	19%	20%	26%	18%	19%
						abd	cde						bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Very confident	1044	563	474	298	275	222	234	864	83	70	27	202	423	341	348	498
	31%	32%	30%	32%	29%	31%	30%	31%	25%	34%	26%	32%	32%	30%	30%	31%
Fairly confident	1468	788	663	429	416	304	308	1177	144	88	59	241	601	470	449	742
	43%	44%	41%	46%	44%	43%	39%	42%	44%	43%	57%	38%	45%	42%	39%	46%
				d							a		a			a
Not very confident	552	258	287	130	176	117	125	451	55	34	13	115	195	188	211	251
	16%	14%	18%	14%	19%	16%	16%	16%	17%	17%	13%	18%	15%	17%	18%	16%
			a		a											
Not at all confident	165	89	73	47	44	31	42	136	20	8	2	30	63	57	78	54
	5%	5%	5%	5%	5%	4%	5%	5%	6%	4%	2%	5%	5%	5%	7%	3%
															b	
Don't know	191	81	104	28	39	38	76	159	26	4	3	42	52	73	61	57
	6%	5%	6%	3%	4%	5%	10%	6%	8%	2%	3%	7%	4%	6%	5%	4%
							abc		c			b		b		
TOTAL CONFIDENT	2512	1351	1137	727	691	526	543	2041	227	158	86	443	1024	811	797	1240
	73%	76%	71%	78%	73%	74%	69%	73%	69%	78%	83%	70%	77%	72%	70%	77%
		b		bd							b		ac			a
TOTAL NOT CONFIDENT	717	347	361	176	220	148	167	586	75	41	15	146	258	244	288	305
	21%	19%	23%	19%	23%	21%	21%	21%	23%	20%	14%	23%	19%	22%	25%	19%
															b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Very confident	872	57	519	113	463	353	224	87	63	660	138	700	98	532	266	152
	25%	18%	27%	21%	27%	28%	23%	35%	33%	25%	30%	25%	32%	28%	22%	31%
			a		a			b	b				a	b		b
Fairly confident	1460	133	831	238	725	557	406	111	86	1126	199	1201	124	843	482	211
	43%	43%	43%	44%	43%	44%	42%	44%	46%	43%	43%	44%	41%	45%	41%	43%
Not very confident	676	67	371	117	322	246	193	44	35	500	78	528	50	326	251	83
	20%	22%	19%	21%	19%	19%	20%	18%	19%	19%	17%	19%	17%	17%	21%	17%
															a	
Not at all confident	254	29	139	44	125	80	88	5	3	189	28	197	21	121	97	32
	7%	9%	7%	8%	7%	6%	9%	2%	1%	7%	6%	7%	7%	6%	8%	6%
						cd	cd									
Don't know	158	23	67	33	57	38	53	4	1	118	14	122	10	47	86	15
	5%	8%	3%	6%	3%	3%	5%	2%	1%	5%	3%	4%	3%	2%	7%	3%
		b		b			acd								ac	
TOTAL CONFIDENT	2332	190	1350	351	1189	910	630	198	148	1785	337	1901	221	1374	748	363
	68%	61%	70%	64%	70%	71%	65%	79%	79%	69%	74%	69%	73%	74%	63%	74%
			a			b		ab	b					b		b
TOTAL NOT CONFIDENT	930	96	511	161	446	325	281	49	38	690	106	725	71	447	349	115
	27%	31%	26%	29%	26%	26%	29%	20%	20%	27%	23%	26%	23%	24%	29%	23%
							c								a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Very confident	872	101	543	160	484	392	252	108	74	109	316	135	290
	25%	25%	26%	24%	27%	28%	23%	34%	34%	24%	28%	23%	28%
						b		b	b				
Fairly confident	1460	182	901	293	790	629	454	133	93	208	488	251	445
	43%	44%	44%	44%	44%	45%	42%	42%	43%	45%	43%	43%	44%
Not very confident	676	79	389	132	335	248	219	47	34	81	217	117	181
	20%	19%	19%	20%	19%	18%	20%	15%	15%	18%	19%	20%	18%
Not at all confident	254	31	145	49	127	83	93	17	8	35	81	45	72
	7%	7%	7%	7%	7%	6%	9%	5%	4%	8%	7%	8%	7%
							ad						
Don't know	158	19	74	29	64	38	56	11	10	24	41	29	35
	5%	5%	4%	4%	4%	3%	5%	3%	5%	5%	4%	5%	3%
							a						
TOTAL CONFIDENT	2332	283	1444	453	1274	1021	706	242	167	317	804	386	736
	68%	69%	70%	68%	71%	73%	66%	76%	77%	69%	70%	67%	72%
						b		b	b				
TOTAL NOT CONFIDENT	930	109	534	181	462	331	312	64	41	117	298	162	253
	27%	27%	26%	27%	26%	24%	29%	20%	19%	26%	26%	28%	25%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Very confident	872	218	207	55	**	57	124	**	**	425	180	689	182
	25%	29%	24%	37%	**	30%	25%	**	**	27%	27%	26%	22%
				b									
Fairly confident	1460	328	368	53	**	82	208	**	**	696	290	1133	327
	43%	44%	43%	36%	**	44%	43%	**	**	43%	43%	43%	40%
Not very confident	676	129	169	29	**	29	107	**	**	298	136	509	167
	20%	17%	20%	19%	**	15%	22%	**	**	19%	20%	20%	21%
Not at all confident	254	45	72	9	**	15	31	**	**	117	46	177	76
	7%	6%	8%	6%	**	8%	6%	**	**	7%	7%	7%	9%
Don't know	158	20	45	4	**	4	19	**	**	65	22	100	58
	5%	3%	5%	2%	**	2%	4%	**	**	4%	3%	4%	7%
												a	
TOTAL CONFIDENT	2332	546	575	108	**	139	331	**	**	1121	470	1822	510
	68%	74%	67%	72%	**	74%	68%	**	**	70%	70%	70%	63%
		b										b	
TOTAL NOT CONFIDENT	930	174	241	38	**	44	138	**	**	415	182	686	243
	27%	24%	28%	25%	**	24%	28%	**	**	26%	27%	26%	30%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Very confident	872	191	217	46	118	308	103	347	288	738	130	33	286	316	266
	25%	25%	27%	31%	28%	24%	25%	27%	26%	26%	22%	19%	27%	26%	24%
Fairly confident	1460	329	352	65	181	542	146	582	494	1221	238	62	414	561	483
	43%	44%	43%	43%	43%	41%	35%	45%	44%	43%	41%	35%	39%	46%	43%
								a	a	a				a	
Not very confident	676	145	158	22	80	274	86	254	218	558	117	39	217	221	237
	20%	19%	19%	15%	19%	21%	21%	20%	20%	20%	20%	22%	21%	18%	21%
Not at all confident	254	56	55	12	28	102	40	69	73	182	69	26	81	65	105
	7%	8%	7%	8%	7%	8%	10%	5%	7%	6%	12%	15%	8%	5%	9%
							b				bcd	bcd			b
Don't know	158	27	31	4	14	83	36	49	43	128	28	16	57	57	42
	5%	4%	4%	3%	3%	6%	9%	4%	4%	5%	5%	9%	5%	5%	4%
						a	bcd					bcd			
TOTAL CONFIDENT	2332	520	569	111	299	850	249	928	782	1959	367	95	700	877	750
	68%	69%	70%	74%	71%	65%	61%	71%	70%	69%	63%	54%	66%	72%	66%
								aef	aef	aef				ac	
TOTAL NOT CONFIDENT	930	202	213	35	108	376	126	322	292	740	186	65	299	286	342
	27%	27%	26%	23%	26%	29%	31%	25%	26%	26%	32%	37%	28%	23%	30%
											bcd	bcd	b		b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Very confident	872	537	331	268	235	172	185	715	79	54	23	161	336	312	303	412
	25%	30%	21%	29%	25%	24%	24%	26%	24%	27%	22%	26%	25%	28%	26%	26%
		b		d												
Fairly confident	1460	788	655	421	411	304	314	1198	127	85	50	255	596	483	453	732
	43%	44%	41%	45%	43%	43%	40%	43%	39%	42%	48%	40%	45%	43%	39%	46%
															a	
Not very confident	676	277	393	147	209	145	167	540	73	42	21	131	283	192	249	313
	20%	16%	25%	16%	22%	20%	21%	19%	22%	21%	20%	21%	21%	17%	22%	20%
			a		a		a						c			
Not at all confident	254	110	135	68	61	62	61	207	26	13	7	53	79	83	98	104
	7%	6%	8%	7%	6%	9%	8%	7%	8%	7%	7%	8%	6%	7%	9%	7%
Don't know	158	67	87	28	34	29	59	126	22	8	3	31	39	59	45	41
	5%	4%	5%	3%	4%	4%	7%	5%	7%	4%	3%	5%	3%	5%	4%	3%
							ab							b		
TOTAL CONFIDENT	2332	1325	986	689	645	476	498	1914	206	139	73	416	932	795	755	1144
	68%	74%	62%	74%	68%	67%	63%	69%	63%	68%	70%	66%	70%	70%	66%	71%
		b		bcd											a	
TOTAL NOT CONFIDENT	930	387	528	214	270	206	228	747	99	56	28	184	363	275	346	417
	27%	22%	33%	23%	28%	29%	29%	27%	30%	27%	27%	29%	27%	24%	30%	26%
			a		a	a	a									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Very confident	850 25%	58 19%	504 26% a	106 20%	455 27% a	346 27%	216 22%	89 35% ab	62 33% b	631 24%	137 30% a	664 24%	104 35% a	520 28% b	248 21%	156 32% b
Fairly confident	1524 45%	129 42%	873 45%	241 44%	761 45%	601 47%	401 42%	116 46%	93 50%	1184 46%	206 45%	1266 46%	124 41%	878 47%	512 43%	208 42%
Not very confident	636 19%	74 24%	352 18%	118 22%	308 18%	212 17%	214 22% ac	36 14%	27 14%	473 18%	72 16%	501 18%	45 15%	307 16%	238 20% a	84 17%
Not at all confident	221 6%	27 9%	114 6%	46 9%	95 6%	72 6% c	69 7% c	5 2%	4 2%	156 6%	26 6%	164 6%	18 6%	99 5%	83 7%	28 6%
Don't know	188 5%	22 7%	84 4%	33 6%	73 4%	42 3%	64 7% acd	5 2%	1 1%	149 6%	16 4%	153 6%	12 4%	64 3%	101 9% ac	17 3%
TOTAL CONFIDENT	2374 69%	187 60%	1377 71% a	348 64%	1216 72% a	947 74% b	617 64%	206 82% ab	156 83% b	1815 70%	344 75%	1930 70%	229 75%	1398 75% b	761 64%	365 74% b
TOTAL NOT CONFIDENT	858 25%	101 33% b	467 24%	165 30% b	403 24%	284 22%	283 29% acd	41 16%	31 16%	630 24%	97 21%	665 24%	63 21%	406 22%	321 27% a	112 23%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

	FIXED BROADBAND -												
	FIXED BROADBAND - SIMPLE REGARD				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Very confident	850	113	527	163	477	386	253	109	78	110	309	135	283
	25%	27%	26%	25%	26%	28%	24%	34% ab	35% b	24%	27%	23%	28%
Fairly confident	1524	175	950	301	824	671	453	142	99	221	512	270	463
	45%	42%	46%	45%	46%	48% b	42%	45%	45%	48%	45%	47%	45%
Not very confident	636	78	371	123	326	218	230	47	29	75	217	105	187
	19%	19%	18%	18%	18%	16%	21% acd	15%	13%	16%	19%	18%	18%
Not at all confident	221	24	114	43	95	70	68	11	6	29	58	39	49
	6%	6%	6%	7%	5%	5%	6%	3%	3%	6%	5%	7%	5%
Don't know	188	22	90	33	79	44	69	8	7	23	47	28	42
	5%	5%	4%	5%	4%	3%	6% ac	3%	3%	5%	4%	5%	4%
TOTAL CONFIDENT	2374	287	1477	464	1300	1058	707	251	176	330	821	405	747
	69%	70%	72%	70%	72%	76% b	66%	79% b	81% b	72%	72%	70%	73%
TOTAL NOT CONFIDENT	858	102	485	166	421	288	298	57	35	105	275	144	236
	25%	25%	24%	25%	23%	21%	28% acd	18%	16%	23%	24%	25%	23%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Very confident	850	221	197	56	**	56	118	**	**	418	174	682	168
	25%	30%	23%	37%	**	30%	24%	**	**	26%	26%	26%	21%
		b		b								b	
Fairly confident	1524	358	375	67	**	81	217	**	**	733	297	1187	337
	45%	48%	44%	45%	**	43%	44%	**	**	46%	44%	46%	42%
Not very confident	636	113	179	18	**	32	98	**	**	292	130	464	173
	19%	15%	21%	12%	**	17%	20%	**	**	18%	19%	18%	21%
			a										
Not at all confident	221	33	55	5	**	12	34	**	**	88	45	154	68
	6%	4%	6%	4%	**	6%	7%	**	**	5%	7%	6%	8%
Don't know	188	16	54	3	**	6	21	**	**	70	27	123	65
	5%	2%	6%	2%	**	3%	4%	**	**	4%	4%	5%	8%
			a										a
TOTAL CONFIDENT	2374	579	572	123	**	137	335	**	**	1151	472	1869	505
	69%	78%	67%	82%	**	73%	69%	**	**	72%	70%	72%	62%
		b		b								b	
TOTAL NOT CONFIDENT	858	145	234	24	**	43	132	**	**	380	176	617	240
	25%	20%	27%	16%	**	23%	27%	**	**	24%	26%	24%	30%
			ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Very confident	850	183	212	47	116	301	92	357	281	730	117	30	284	303	260
	25%	24%	26%	31%	27%	23%	22%	28% ef	25%	26% e	20%	17%	27%	25%	23%
Fairly confident	1524	350	366	67	191	558	156	597	520	1274	248	58	427	595	500
	45%	47%	45%	45%	45%	43%	38%	46% af	47% af	45% af	43%	33%	40%	49% a	44%
Not very confident	636	133	159	19	79	252	82	224	203	509	127	44	198	198	239
	19%	18%	20%	13%	19%	19%	20%	17%	18%	18%	22%	25%	19%	16%	21% b
Not at all confident	221	48	38	12	21	101	37	61	65	163	56	24	73	61	85
	6%	6%	5%	8%	5%	8%	9% b	5%	6%	6%	10% bcd	14% bcd	7%	5%	8%
Don't know	188	35	38	4	15	97	44	60	48	151	34	20	74	62	49
	5%	5%	5%	3%	4%	7% ad	11% bcde	5%	4%	5%	6%	11% bcd	7% c	5%	4%
TOTAL CONFIDENT	2374	532	578	114	307	859	248	955	801	2004	365	88	710	899	760
	69%	71% e	71%	76% e	73% e	66%	60%	73% aef	72% aef	71% aef	63% f	50%	67%	74% ac	67%
TOTAL NOT CONFIDENT	858	181	197	32	99	353	118	285	268	672	183	68	271	259	324
	25%	24%	24%	21%	24%	27%	29% b	22%	24%	24%	31% bcd	39% bcd	26%	21%	29% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Very confident	850	509	334	262	219	175	185	695	72	56	27	173	334	278	298	400
	25%	29%	21%	28%	23%	25%	24%	25%	22%	28%	26%	27%	25%	25%	26%	25%
		b														
Fairly confident	1524	803	704	421	451	322	323	1242	143	92	48	257	628	511	462	770
	45%	45%	44%	45%	47%	45%	41%	45%	44%	45%	46%	41%	47%	45%	40%	48%
					d								a			a
Not very confident	636	281	351	155	181	132	158	518	66	34	19	120	244	200	244	293
	19%	16%	22%	17%	19%	18%	20%	19%	20%	17%	19%	19%	18%	18%	21%	18%
			a													
Not at all confident	221	103	112	65	56	44	53	178	25	14	4	39	81	70	87	83
	6%	6%	7%	7%	6%	6%	7%	6%	8%	7%	4%	6%	6%	6%	8%	5%
Don't know	188	83	99	29	44	39	66	154	21	7	5	41	47	69	55	55
	5%	5%	6%	3%	5%	5%	8%	6%	7%	4%	5%	6%	4%	6%	5%	3%
							ab					b		b		
TOTAL CONFIDENT	2374	1312	1039	682	669	497	508	1936	215	148	75	430	963	789	760	1170
	69%	74%	65%	73%	70%	70%	65%	69%	66%	73%	73%	68%	72%	70%	66%	73%
		b		d	d											a
TOTAL NOT CONFIDENT	858	384	464	220	237	176	211	696	91	48	23	159	325	270	331	377
	25%	22%	29%	24%	25%	25%	27%	25%	28%	24%	22%	25%	24%	24%	29%	24%
			a												b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	2156	166	1150	303	1013	797	519	184	130	1656	271	1742	185	1246	681	366
	63%	54%	60%	56%	60%	63%	54%	73%	69%	64%	59%	63%	61%	67%	58%	74%
						b		ab	b					b		ab
Disagree	703	82	433	127	388	279	236	48	40	511	113	554	70	377	247	83
	21%	27%	22%	23%	23%	22%	24%	19%	21%	20%	25%	20%	23%	20%	21%	17%
											a					
Don't know	561	61	346	115	292	198	209	20	18	427	73	452	48	244	255	45
	16%	20%	18%	21%	17%	16%	22%	8%	10%	16%	16%	16%	16%	13%	22%	9%
						c	acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	2156	291	1247	440	1098	906	632	221	146	301	724	367	657
	63%	71%	61%	66%	61%	65%	59%	70%	67%	66%	63%	64%	64%
		b		b		b		b					
Disagree	703	78	445	124	399	282	241	65	48	85	222	105	202
	21%	19%	22%	19%	22%	20%	22%	20%	22%	19%	19%	18%	20%
Don't know	561	42	359	99	303	201	201	30	24	72	197	104	164
	16%	10%	18%	15%	17%	14%	19%	10%	11%	16%	17%	18%	16%
			a				acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	2156	519	506	120	**	114	266	**	**	1025	380	1765	391
	63%	70%	59%	80%	**	61%	54%	**	**	64%	56%	68%	48%
		b		ab						b		b	
Disagree	703	118	189	20	**	45	134	**	**	307	179	496	207
	21%	16%	22%	13%	**	24%	27%	**	**	19%	27%	19%	25%
			ac								a		a
Don't know	561	103	166	10	**	27	88	**	**	269	116	348	213
	16%	14%	19%	7%	**	15%	18%	**	**	17%	17%	13%	26%
			ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	2156	433	504	91	267	871	282	956	676	1914	234	59	773	837	537
	63%	58%	62%	60%	63%	67%	69%	74%	60%	68%	40%	34%	73%	69%	47%
						a	cef	cdef	ef	cef			c	c	
Disagree	703	183	155	37	91	244	73	208	247	529	172	47	177	212	312
	21%	24%	19%	25%	21%	19%	18%	16%	22%	19%	30%	27%	17%	17%	27%
		e							b		abcd	b			ab
Don't know	561	132	153	22	64	194	55	135	194	384	176	70	104	171	284
	16%	18%	19%	15%	15%	15%	13%	10%	17%	14%	30%	40%	10%	14%	25%
									bd	b	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	2156	1069	1072	577	614	485	465	1767	196	134	60	430	884	675	735	1025
	63%	60%	67%	62%	65%	68%	59%	63%	60%	66%	58%	68%	66%	60%	64%	64%
			a			d						c	c			
Disagree	703	429	256	220	187	120	163	554	85	41	23	120	241	250	233	317
	21%	24%	16%	24%	20%	17%	21%	20%	26%	20%	22%	19%	18%	22%	20%	20%
		b		c					a							
Don't know	561	280	274	134	150	108	158	466	46	29	21	81	209	203	178	260
	16%	16%	17%	14%	16%	15%	20%	17%	14%	14%	20%	13%	16%	18%	15%	16%
							a							a		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	2206	203	1238	347	1095	815	627	161	111	1694	292	1785	202	1225	762	343
	65%	66%	64%	64%	65%	64%	65%	64%	59%	65%	64%	65%	67%	66%	64%	70%
Disagree	666	57	375	104	328	275	157	60	49	482	94	515	61	369	207	97
	19%	18%	19%	19%	19%	22%	16%	24%	26%	19%	21%	19%	20%	20%	17%	20%
						b		b	b							
Don't know	548	49	315	95	269	183	181	31	27	417	71	448	40	274	214	53
	16%	16%	16%	17%	16%	14%	19%	12%	14%	16%	15%	16%	13%	15%	18%	11%
							ac								c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	2206	269	1331	431	1169	892	708	199	130	286	754	372	668
	65%	65%	65%	65%	65%	64%	66%	63%	60%	63%	66%	65%	65%
Disagree	666	77	392	124	344	287	181	77	58	101	229	118	212
	19%	19%	19%	19%	19%	21%	17%	24%	26%	22%	20%	21%	21%
								b	b				
Don't know	548	66	329	108	286	210	185	40	31	70	160	86	143
	16%	16%	16%	16%	16%	15%	17%	13%	14%	15%	14%	15%	14%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	2206	484	556	92	**	124	316	**	**	1040	440	1711	496
	65%	65%	65%	62%	**	67%	65%	**	**	65%	65%	66%	61%
Disagree	666	173	157	40	**	29	73	**	**	330	102	524	141
	19%	23%	18%	27%	**	16%	15%	**	**	21%	15%	20%	17%
										b			
Don't know	548	83	147	17	**	33	99	**	**	230	132	374	174
	16%	11%	17%	11%	**	18%	20%	**	**	14%	20%	14%	21%
			a								a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	2206	478	530	103	270	841	262	890	707	1858	341	94	677	848	674
	65%	64%	65%	68%	64%	64%	64%	68%	63%	66%	59%	53%	64%	70%	59%
								cef		ef				ac	
Disagree	666	131	163	26	92	256	90	231	226	547	115	33	226	199	237
	19%	18%	20%	17%	22%	20%	22%	18%	20%	19%	20%	19%	21%	16%	21%
													b		b
Don't know	548	139	120	21	60	212	58	179	185	421	126	48	152	172	223
	16%	19%	15%	14%	14%	16%	14%	14%	17%	15%	22%	28%	14%	14%	20%
											abd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	2206	1162	1021	600	604	464	518	1788	208	140	70	426	862	717	785	1029
	65%	65%	64%	64%	64%	65%	66%	64%	64%	69%	67%	68%	65%	63%	68%	64%
Disagree	666	360	293	193	184	145	134	550	64	35	17	122	272	202	214	308
	19%	20%	18%	21%	19%	20%	17%	20%	19%	17%	16%	19%	20%	18%	19%	19%
Don't know	548	257	287	138	163	102	134	448	55	28	17	82	200	210	148	265
	16%	14%	18%	15%	17%	14%	17%	16%	17%	14%	16%	13%	15%	19%	13%	17%
			a											a		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	2295	185	1318	343	1159	897	605	192	144	1746	328	1853	221	1332	741	362
	67%	60%	68%	63%	69%	70%	63%	76%	77%	67%	72%	67%	73%	71%	63%	73%
			a			b		b	b					b		b
Disagree	695	84	385	133	335	240	229	40	27	513	88	545	57	354	247	83
	20%	27%	20%	24%	20%	19%	24%	16%	14%	20%	19%	20%	19%	19%	21%	17%
		b					acd									
Don't know	430	41	225	69	198	136	130	20	16	334	41	350	25	181	194	48
	13%	13%	12%	13%	12%	11%	13%	8%	9%	13%	9%	13%	8%	10%	16%	10%
							c								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	2295	280	1404	452	1232	1012	672	250	172	311	763	383	691
	67%	68%	68%	68%	68%	73%	63%	79%	79%	68%	67%	66%	67%
						b		ab	b				
Disagree	695	76	414	134	356	237	252	38	23	78	246	110	214
	20%	18%	20%	20%	20%	17%	23%	12%	11%	17%	22%	19%	21%
							acd						
Don't know	430	55	235	78	212	141	149	28	24	68	134	84	119
	13%	13%	11%	12%	12%	10%	14%	9%	11%	15%	12%	15%	12%
							a						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	2295	519	555	111	**	135	338	**	**	1074	473	1800	496
	67%	70%	65%	74%	**	72%	69%	**	**	67%	70%	69% b	61%
Disagree	695	140	184	24	**	35	94	**	**	324	129	527	168
	20%	19%	21%	16%	**	19%	19%	**	**	20%	19%	20%	21%
Don't know	430	81	121	15	**	17	56	**	**	202	73	283	147
	13%	11%	14%	10%	**	9%	11%	**	**	13%	11%	11%	18% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	2295	521	539	104	294	853	262	900	754	1916	373	98	698	847	744
	67%	70%	66%	69%	70%	65%	64%	69%	68%	68%	64%	56%	66%	69%	66%
								f	f	f					
Disagree	695	139	172	33	88	268	83	278	215	576	115	41	232	227	232
	20%	19%	21%	22%	21%	20%	20%	21%	19%	20%	20%	23%	22%	19%	20%
Don't know	430	89	103	13	40	189	66	122	147	335	94	37	125	146	157
	13%	12%	13%	9%	9%	14%	16%	9%	13%	12%	16%	21%	12%	12%	14%
						d	b		b		bd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	2295	1291	977	666	648	480	479	1867	212	134	82	419	940	733	740	1128
	67%	73%	61%	72%	68%	67%	61%	67%	65%	66%	79%	66%	70%	65%	65%	70%
		b		d	d						ab		c			a
Disagree	695	313	375	174	189	142	181	566	68	47	14	138	268	227	260	297
	20%	18%	23%	19%	20%	20%	23%	20%	21%	23%	13%	22%	20%	20%	23%	19%
			a												b	
Don't know	430	174	249	92	114	91	125	354	46	22	8	74	127	169	146	177
	13%	10%	16%	10%	12%	13%	16%	13%	14%	11%	7%	12%	10%	15%	13%	11%
			a				a							b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	1761	178	936	286	828	640	474	140	100	1334	221	1403	152	945	610	282
	51%	58% b	49%	52%	49%	50%	49%	56%	53%	51%	48%	51%	50%	51%	52%	57% a
Disagree	1229	89	753	182	660	499	343	92	70	933	184	1000	117	742	374	174
	36%	29%	39% a	33%	39%	39%	36%	36%	37%	36%	40%	36%	38%	40% b	32%	35%
Don't know	430	43	239	77	205	134	147	20	18	327	52	344	34	181	198	38
	13%	14%	12%	14%	12%	11%	15% ac	8%	10%	13%	11%	13%	11%	10%	17% ac	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	1761	221	994	342	872	685	530	175	116	210	578	269	518
	51%	54%	48%	52%	48%	49%	49%	55%	53%	46%	51%	47%	51%
Disagree	1229	154	810	258	705	574	389	117	81	194	425	241	379
	36%	37%	39%	39%	39%	41%	36%	37%	37%	42%	37%	42%	37%
						b							
Don't know	430	37	248	62	223	130	155	25	22	53	141	67	127
	13%	9%	12%	9%	12%	9%	14%	8%	10%	12%	12%	12%	12%
						ac							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	1761	380	408	84	**	85	247	**	**	787	332	1348	413
	51%	51%	47%	57%	**	46%	51%	**	**	49%	49%	52%	51%
Disagree	1229	280	340	50	**	87	173	**	**	619	259	971	258
	36%	38%	39%	34%	**	46%	35%	**	**	39%	38%	37%	32%
						b						b	
Don't know	430	81	113	15	**	15	68	**	**	194	83	291	140
	13%	11%	13%	10%	**	8%	14%	**	**	12%	12%	11%	17%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	1761	351	403	73	214	729	210	708	563	1481	276	90	569	631	558
	51%	47%	50%	49%	51%	56%	51%	54%	50%	52%	48%	51%	54%	52%	49%
		a				a		e							
Disagree	1229	312	303	62	155	406	138	443	426	1007	214	45	360	451	411
	36%	42%	37%	41%	37%	31%	34%	34%	38%	36%	37%	25%	34%	37%	36%
		e	e	e					f	f	f				
Don't know	430	85	106	15	52	174	62	149	127	338	91	41	126	138	165
	13%	11%	13%	10%	12%	13%	15%	11%	11%	12%	16%	23%	12%	11%	15%
												bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	1761	895	845	416	481	380	466	1448	153	111	50	396	742	466	639	765
	51%	50%	53%	45%	51%	53%	59%	52%	47%	55%	48%	63%	56%	41%	56%	48%
					a	a	ab					bc	c		b	
Disagree	1229	696	521	404	363	233	216	995	128	64	41	176	436	494	378	641
	36%	39%	33%	43%	38%	33%	28%	36%	39%	32%	40%	28%	33%	44%	33%	40%
		b		cd	d									ab		a
Don't know	430	187	235	112	106	98	103	344	46	28	13	59	156	168	130	196
	13%	11%	15%	12%	11%	14%	13%	12%	14%	14%	12%	9%	12%	15%	11%	12%
			a											a		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	1757	158	953	275	835	583	528	117	75	1339	237	1411	165	922	654	242
	51%	51%	49%	50%	49%	46%	55%	47%	40%	52%	52%	51%	54%	49%	55%	49%
							ad								a	
Disagree	1338	110	837	205	742	608	339	129	108	1006	189	1077	118	802	393	210
	39%	36%	43%	38%	44%	48%	35%	51%	57%	39%	41%	39%	39%	43%	33%	43%
						b		b	b					b		b
Don't know	325	42	138	65	115	82	98	6	5	249	31	260	20	144	135	41
	9%	13%	7%	12%	7%	6%	10%	2%	3%	10%	7%	9%	6%	8%	11%	8%
		b		b		c	acd								a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	FIXED BROADBAND - SIMPLE			FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	1757	190	1013	313	890	630	573	143	84	249	583	300	532
	51%	46%	49%	47%	49%	45%	53% acd	45%	39%	54%	51%	52%	52%
Disagree	1338	184	887	290	782	668	403	164	128	161	485	218	429
	39%	45%	43%	44%	43%	48% b	38%	52% b	59% ab	35%	42% a	38%	42%
Don't know	325	36	152	60	129	91	98	9	6	47	75	59	63
	9%	9%	7%	9%	7%	7% c	9% cd	3%	3%	10%	7%	10% b	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	1757	374	458	72	**	75	225	**	**	832	300	1351	406
	51%	51%	53%	48%	**	40%	46%	**	**	52% b	44%	52%	50%
Disagree	1338	316	331	67	**	98	221	**	**	646	319	1027	312
	39%	43%	38%	45%	**	52%	45%	**	**	40%	47% a	39%	38%
Don't know	325	50	71	10	**	14	42	**	**	122	56	231	93
	9%	7%	8%	7%	**	7%	9%	**	**	8%	8%	9%	12%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	1757	353	418	75	216	709	210	677	543	1430	327	119	552	626	579
	51%	47%	51%	50%	51%	54%	51%	52%	49%	51%	56%	68%	52%	51%	51%
						a					c	abcde			
Disagree	1338	334	341	67	174	431	129	506	484	1119	211	43	381	476	473
	39%	45%	42%	45%	41%	33%	31%	39%	43%	40%	36%	25%	36%	39%	42%
		e	e	e	e			af	aef	af	f				a
Don't know	325	61	55	8	32	169	71	117	90	278	43	13	122	118	82
	9%	8%	7%	5%	8%	13%	17%	9%	8%	10%	7%	8%	12%	10%	7%
						abcd	bcdef						c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	1757	941	797	473	459	367	435	1394	184	113	67	352	722	530	643	801
	51%	53%	50%	51%	48%	52%	55%	50%	56%	56%	65%	56%	54%	47%	56%	50%
							b				a	c	c		b	
Disagree	1338	690	632	382	403	279	266	1120	116	72	30	228	513	467	414	689
	39%	39%	39%	41%	42%	39%	34%	40%	35%	35%	29%	36%	38%	41%	36%	43%
				d	d											a
Don't know	325	147	172	76	89	65	85	273	27	19	6	50	99	132	90	113
	9%	8%	11%	8%	9%	9%	11%	10%	8%	9%	6%	8%	7%	12%	8%	7%
														b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	1888	190	1016	315	891	626	579	115	73	1416	256	1490	182	989	683	259
	55%	61%	53%	58%	53%	49%	60%	46%	39%	55%	56%	54%	60%	53%	58%	52%
		b				d	acd								a	
Disagree	1206	84	754	177	661	545	294	121	102	928	169	996	100	725	372	189
	35%	27%	39%	32%	39%	43%	30%	48%	54%	36%	37%	36%	33%	39%	31%	38%
			a		a	b		b	ab					b		b
Don't know	327	36	158	54	140	103	91	16	13	250	33	262	21	155	128	45
	10%	12%	8%	10%	8%	8%	9%	6%	7%	10%	7%	10%	7%	8%	11%	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	1888	225	1094	365	954	685	634	141	81	262	616	340	539
	55%	55%	53%	55%	53%	49%	59%	45%	37%	57%	54%	59%	53%
						d	acd						
Disagree	1206	153	790	244	699	608	335	153	120	151	430	179	402
	35%	37%	39%	37%	39%	44%	31%	48%	55%	33%	38%	31%	39%
						b		b	ab				a
Don't know	327	34	167	55	146	97	104	22	18	44	97	57	83
	10%	8%	8%	8%	8%	7%	10%	7%	8%	10%	8%	10%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	1888	391	487	74	**	92	254	**	**	879	346	1467	420
	55%	53%	57%	49%	**	50%	52%	**	**	55%	51%	56%	52%
Disagree	1206	286	295	58	**	85	190	**	**	581	275	921	285
	35%	39%	34%	39%	**	45%	39%	**	**	36%	41%	35%	35%
Don't know	327	63	78	17	**	10	44	**	**	141	53	221	106
	10%	9%	9%	12%	**	5%	9%	**	**	9%	8%	8%	13% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	1888	393	420	87	240	759	243	750	594	1587	294	89	619	685	577
	55%	52%	52%	58%	57%	58%	59%	58%	53%	56%	51%	51%	59%	56%	51%
						a	e	e					c		
Disagree	1206	296	319	54	150	396	111	433	435	978	226	57	315	437	452
	35%	40%	39%	36%	35%	30%	27%	33%	39%	35%	39%	32%	30%	36%	40%
		e	e						ab	a	a			a	a
Don't know	327	60	74	9	32	154	57	117	88	261	62	30	121	98	105
	10%	8%	9%	6%	7%	12%	14%	9%	8%	9%	11%	17%	11%	8%	9%
						ad	bcd					bcd	b		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	1888	924	943	525	517	387	440	1529	182	114	63	387	742	587	728	834
	55%	52%	59%	56%	54%	54%	56%	55%	56%	56%	61%	61%	56%	52%	64%	52%
			a									c			b	
Disagree	1206	686	506	339	352	249	255	1000	107	72	28	186	486	413	330	651
	35%	39%	32%	36%	37%	35%	32%	36%	33%	35%	27%	29%	36%	37%	29%	41%
		b											a	a		a
Don't know	327	168	152	68	81	76	91	258	39	18	13	59	106	128	88	117
	10%	9%	10%	7%	9%	11%	12%	9%	12%	9%	13%	9%	8%	11%	8%	7%
							a							b		

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	2080	166	1197	303	1060	850	512	192	148	1578	299	1683	195	1267	611	348
	61%	53%	62%	55%	63%	67%	53%	76%	79%	61%	66%	61%	64%	68%	52%	70%
			a		a	b		ab	ab					b		b
Disagree	833	98	435	154	379	266	267	40	24	637	99	661	74	386	349	101
	24%	32%	23%	28%	22%	21%	28%	16%	13%	25%	22%	24%	24%	21%	30%	20%
		b		b		d	acd								ac	
Don't know	507	46	296	89	253	156	186	20	16	379	59	404	34	215	223	45
	15%	15%	15%	16%	15%	12%	19%	8%	9%	15%	13%	15%	11%	12%	19%	9%
							acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	FIXED BROADBAND - SIMPLE			FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	2080	257	1289	407	1139	973	574	243	168	278	706	342	641
	61%	63%	63%	61%	63%	70%	53%	77%	77%	61%	62%	59%	63%
						b		ab	b				
Disagree	833	101	453	161	393	257	297	48	30	108	272	142	237
	24%	24%	22%	24%	22%	18%	28%	15%	14%	24%	24%	25%	23%
							acd						
Don't know	507	54	309	95	268	160	203	26	21	71	166	92	145
	15%	13%	15%	14%	15%	12%	19%	8%	10%	16%	15%	16%	14%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	2080	503	481	108	**	129	292	**	**	984	421	1658	422
	61%	68%	56%	72%	**	69%	60%	**	**	61%	62%	64%	52%
		b		b								b	
Disagree	833	150	230	31	**	36	109	**	**	380	145	606	227
	24%	20%	27%	20%	**	19%	22%	**	**	24%	21%	23%	28%
			a										a
Don't know	507	88	150	11	**	22	88	**	**	237	109	345	162
	15%	12%	17%	7%	**	12%	18%	**	**	15%	16%	13%	20%
			ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	2080	472	497	94	273	760	232	853	689	1775	300	67	668	778	629
	61%	63%	61%	63%	65%	58%	57%	66%	62%	63%	52%	38%	63%	64%	56%
					e		f	aef	ef	ef	f		c	c	
Disagree	833	156	191	37	94	358	114	286	251	651	179	74	246	275	310
	24%	21%	23%	25%	22%	27%	28%	22%	23%	23%	31%	42%	23%	23%	27%
					a						bcd	abcde			b
Don't know	507	121	125	19	55	192	65	161	176	401	102	35	142	168	194
	15%	16%	15%	12%	13%	15%	16%	12%	16%	14%	18%	20%	13%	14%	17%
											b	b			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	2080	1120	937	584	623	429	426	1692	194	128	65	394	830	676	676	1025
	61%	63%	59%	63%	66%	60%	54%	61%	59%	63%	63%	63%	62%	60%	59%	64%
		b		d	d											a
Disagree	833	438	388	226	212	183	199	688	76	44	25	154	329	274	307	378
	24%	25%	24%	24%	22%	26%	25%	25%	23%	22%	24%	24%	25%	24%	27%	24%
Don't know	507	221	276	122	116	99	160	406	57	31	13	82	175	178	163	199
	15%	12%	17%	13%	12%	14%	20%	15%	17%	15%	13%	13%	13%	16%	14%	12%
			a				abc									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	1917	189	1056	316	930	692	553	137	93	1442	257	1520	179	1018	680	284
	56%	61%	55%	58%	55%	54%	57%	54%	50%	56%	56%	55%	59%	55%	58%	58%
Disagree	1013	77	617	154	541	410	284	94	78	772	149	834	88	606	316	161
	30%	25%	32%	28%	32%	32%	29%	37% b	41% b	30%	33%	30%	29%	32% b	27%	33%
Don't know	490	43	254	76	222	171	127	21	17	379	51	394	36	244	187	49
	14%	14%	13%	14%	13%	13%	13%	8%	9%	15%	11%	14%	12%	13%	16% c	10%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	1917	225	1133	367	991	732	626	173	110	241	642	312	571
	56%	55%	55%	55%	55%	53%	58%	55%	50%	53%	56%	54%	56%
						a							
Disagree	1013	129	649	208	570	480	298	113	87	157	351	187	320
	30%	31%	32%	31%	32%	35%	28%	36%	40%	34%	31%	32%	31%
						b		b	b				
Don't know	490	57	270	88	239	177	150	30	21	59	151	78	133
	14%	14%	13%	13%	13%	13%	14%	10%	10%	13%	13%	13%	13%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	1917	399	484	84	**	94	281	**	**	883	375	1459	458
	56%	54%	56%	56%	**	50%	57%	**	**	55%	56%	56%	57%
Disagree	1013	254	253	52	**	67	137	**	**	507	204	809	204
	30%	34%	29%	35%	**	36%	28%	**	**	32%	30%	31% b	25%
Don't know	490	87	124	13	**	26	70	**	**	210	96	341	149
	14%	12%	14%	9%	**	14%	14%	**	**	13%	14%	13%	18% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	1917	409	441	90	240	747	237	692	603	1532	379	125	591	641	679
	56%	55%	54%	60%	57%	57%	58%	53%	54%	54%	65%	71%	56%	53%	60%
											bcd	abcd			b
Disagree	1013	245	252	46	133	346	103	442	356	901	108	17	334	394	281
	30%	33%	31%	30%	31%	26%	25%	34%	32%	32%	19%	10%	32%	32%	25%
		e					f	aef	aef	aef	f		c	c	
Don't know	490	94	120	15	49	215	71	165	158	394	95	34	130	186	174
	14%	13%	15%	10%	12%	16%	17%	13%	14%	14%	16%	19%	12%	15%	15%
						d									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	1917	1031	869	546	508	403	442	1570	173	109	65	342	785	618	682	881
	56%	58%	54%	59%	53%	57%	56%	56%	53%	53%	63%	54%	59%	55%	60%	55%
Disagree	1013	527	470	266	322	194	222	829	95	63	26	202	382	335	301	513
	30%	30%	29%	29%	34%	27%	28%	30%	29%	31%	25%	32%	29%	30%	26%	32%
Don't know					c											a
	490	221	262	119	121	115	121	388	59	32	12	86	167	175	163	208
	14%	12%	16%	13%	13%	16%	15%	14%	18%	16%	12%	14%	13%	16%	14%	13%
			a													

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q371. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	1829	148	1071	270	949	715	505	127	86	1328	303	1417	214	1056	576	304
	53%	48%	56%	49%	56%	56%	52%	50%	46%	51%	66%	52%	71%	57%	49%	62%
					a	d					a		a	b		b
Disagree	888	94	484	161	418	345	234	84	66	708	86	748	46	494	300	122
	26%	31%	25%	29%	25%	27%	24%	33%	35%	27%	19%	27%	15%	26%	25%	25%
								b	b	b		b				
Don't know	703	67	373	115	325	214	226	41	36	557	68	583	43	318	307	68
	21%	22%	19%	21%	19%	17%	23%	16%	19%	21%	15%	21%	14%	17%	26%	14%
							ac			b		b			ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	1829	183	1137	318	1003	747	574	154	97	229	693	292	629
	53%	45%	55%	48%	56%	54%	53%	49%	44%	50%	61%	51%	61%
			a		a	d					a		a
Disagree	888	144	514	214	444	406	252	110	79	132	251	161	223
	26%	35%	25%	32%	25%	29%	23%	35%	36%	29%	22%	28%	22%
		b		b		b		b	b	b		b	
Don't know	703	84	401	131	353	236	248	52	43	96	200	124	172
	21%	20%	20%	20%	20%	17%	23%	17%	19%	21%	17%	21%	17%
						ac							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	1829	440	482	88	**	98	221	**	**	922	320	1426	403
	53%	59%	56%	59%	**	53%	45%	**	**	58% b	47%	55%	50%
Disagree	888	179	204	40	**	52	154	**	**	383	206	689	199
	26%	24%	24%	27%	**	28%	31%	**	**	24%	31% a	26%	25%
Don't know	703	122	174	22	**	36	113	**	**	296	149	494	208
	21%	16%	20%	14%	**	19%	23%	**	**	18%	22%	19%	26% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	1829	327	498	102	254	661	216	710	603	1529	294	90	567	671	585
	53%	44%	61%	68%	60%	50%	53%	55%	54%	54%	51%	51%	54%	55%	52%
			ae	ae	ae	a									
Disagree	888	239	181	25	91	357	107	354	305	766	119	28	287	328	270
	26%	32%	22%	17%	22%	27%	26%	27%	27%	27%	20%	16%	27%	27%	24%
		bcd				c	f	ef	ef	ef					
Don't know	703	183	134	23	77	292	88	235	209	532	169	58	201	220	279
	21%	24%	16%	15%	18%	22%	21%	18%	19%	19%	29%	33%	19%	18%	25%
		bd				b					abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	1829	987	819	533	496	359	420	1490	179	107	53	379	722	593	640	851
	53%	56%	51%	57% c	52%	50%	53%	53%	55%	53%	51%	60% c	54%	53%	56%	53%
Disagree	888	469	409	225	238	218	200	713	85	60	31	152	371	265	288	422
	26%	26%	26%	24%	25%	31% a	25%	26%	26%	30%	30%	24%	28%	23%	25%	26%
Don't know	703	322	373	174	216	135	166	584	63	36	20	100	241	270	218	329
	21%	18%	23% a	19%	23%	19%	21%	21%	19%	18%	19%	16%	18%	24% ab	19%	21%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	1571	165	829	269	725	564	430	126	84	1187	208	1256	140	891	505	255
	46%	53%	43%	49%	43%	44%	45%	50%	45%	46%	46%	46%	46%	48%	43%	52%
		b												b		b
Disagree	1169	83	748	166	665	508	323	101	85	844	201	913	132	669	376	173
	34%	27%	39%	30%	39%	40%	33%	40%	45%	33%	44%	33%	44%	36%	32%	35%
			a		a	b			b		a		a			
Don't know	680	61	351	110	302	201	211	25	19	562	48	578	31	308	301	65
	20%	20%	18%	20%	18%	16%	22%	10%	10%	22%	10%	21%	10%	16%	25%	13%
						c	acd			b		b			ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	1571	204	893	320	777	627	470	155	98	216	502	271	446
	46%	50%	44%	48%	43%	45%	44%	49%	45%	47%	44%	47%	44%
Disagree	1169	125	781	211	694	542	364	120	93	151	450	194	406
	34%	30%	38%	32%	39%	39%	34%	38%	42%	33%	39%	34%	40%
			a		a	b							
Don't know	680	83	378	131	329	221	240	41	28	90	192	111	171
	20%	20%	18%	20%	18%	16%	22%	13%	13%	20%	17%	19%	17%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	1571	341	377	85	**	84	208	**	**	718	292	1225	346
	46%	46%	44%	57%	**	45%	43%	**	**	45%	43%	47%	43%
				b									
Disagree	1169	298	302	53	**	69	175	**	**	600	244	903	267
	34%	40%	35%	35%	**	37%	36%	**	**	37%	36%	35%	33%
Don't know	680	101	182	12	**	34	105	**	**	283	139	481	199
	20%	14%	21%	8%	**	18%	22%	**	**	18%	21%	18%	24%
			ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	1571	322	352	62	197	648	203	613	493	1309	258	72	505	575	487
	46%	43%	43%	42%	47%	50%	49%	47%	44%	46%	44%	41%	48%	47%	43%
						a									
Disagree	1169	261	311	73	169	362	113	462	405	979	185	50	358	408	398
	34%	35%	38%	49%	40%	28%	27%	36%	36%	35%	32%	28%	34%	33%	35%
		e	e	ae	e			a	a	a					
Don't know	680	165	150	14	55	298	95	225	219	539	139	54	192	237	249
	20%	22%	18%	10%	13%	23%	23%	17%	20%	19%	24%	30%	18%	19%	22%
		cd	c			cd	b				bd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	1571	885	669	482	415	300	358	1283	134	99	55	287	590	544	556	699
	46%	50%	42%	52%	44%	42%	46%	46%	41%	49%	53%	46%	44%	48%	48%	44%
		b		bcd												
Disagree	1169	599	557	302	346	263	244	956	115	65	33	225	497	347	376	595
	34%	34%	35%	32%	36%	37%	31%	34%	35%	32%	32%	36%	37%	31%	33%	37%
													c			
Don't know	680	295	375	147	189	149	184	548	78	39	16	119	247	238	214	308
	20%	17%	23%	16%	20%	21%	23%	20%	24%	19%	15%	19%	18%	21%	19%	19%
			a				a									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	1064	103	505	163	446	360	248	94	56	807	127	845	89	593	340	211
	31%	33%	26%	30%	26%	28%	26%	37%	30%	31%	28%	31%	29%	32%	29%	43%
								ab								ab
Disagree	1932	149	1210	289	1070	775	584	140	114	1467	277	1563	182	1078	667	236
	56%	48%	63%	53%	63%	61%	61%	56%	61%	57%	61%	57%	60%	58%	56%	48%
			a		a									c	c	
Don't know	425	57	212	94	176	138	132	18	18	319	53	340	32	197	175	46
	12%	19%	11%	17%	10%	11%	14%	7%	9%	12%	12%	12%	11%	11%	15%	9%
		b		b			c								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	1064	138	539	204	473	393	285	109	59	150	319	180	289
	31%	34%	26%	31%	26%	28%	27%	34%	27%	33%	28%	31%	28%
		b						b					
Disagree	1932	211	1289	362	1138	849	651	180	137	249	695	313	630
	56%	51%	63%	55%	63%	61%	61%	57%	63%	54%	61%	54%	62%
			a		a								a
Don't know	425	62	223	97	189	148	138	27	22	59	129	83	105
	12%	15%	11%	15%	10%	11%	13%	9%	10%	13%	11%	14%	10%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	1064	247	222	59	**	48	108	**	**	469	156	901	163
	31%	33%	26%	39%	**	26%	22%	**	**	29%	23%	35%	20%
		b		b						b		b	
Disagree	1932	422	521	80	**	121	320	**	**	943	441	1404	528
	56%	57%	61%	54%	**	65%	66%	**	**	59%	65%	54%	65%
											a		a
Don't know	425	71	117	10	**	18	60	**	**	188	78	305	120
	12%	10%	14%	7%	**	10%	12%	**	**	12%	12%	12%	15%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	1064	184	222	40	123	501	187	504	289	980	79	18	440	417	202
	31%	25%	27%	27%	29%	38%	46%	39%	26%	35%	14%	10%	42%	34%	18%
						abcd	cdef	cef	ef	cef			bc	c	
Disagree	1932	478	502	91	253	617	169	629	705	1503	422	125	475	661	789
	56%	64%	62%	61%	60%	47%	41%	48%	63%	53%	73%	71%	45%	54%	70%
		e	e	e	e				abd	ab	abcd	abd		a	ab
Don't know	425	86	89	19	45	190	54	167	123	344	80	33	140	142	143
	12%	12%	11%	12%	11%	15%	13%	13%	11%	12%	14%	19%	13%	12%	13%
												c			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	1064	500	553	292	277	228	257	864	91	64	44	264	424	300	441	398
	31%	28%	35%	31%	29%	32%	33%	31%	28%	31%	43%	42%	32%	27%	38%	25%
Disagree	1932	1069	840	545	554	396	412	1575	192	115	49	295	759	680	575	1017
	56%	60%	52%	58%	58%	56%	52%	57%	59%	57%	48%	47%	57%	60%	50%	64%
Don't know	425	209	209	95	119	88	117	347	44	24	10	71	152	149	130	186
	12%	12%	13%	10%	13%	12%	15%	12%	13%	12%	9%	11%	11%	13%	11%	12%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Agree	1743	169	928	271	825	599	498	115	68	1340	218	1408	151	968	591	283
	51%	54%	48%	50%	49%	47%	52%	46%	36%	52%	48%	51%	50%	52%	50%	57%
						d	d									b
Disagree	1309	112	821	221	713	573	360	119	103	957	211	1034	133	740	427	166
	38%	36%	43%	40%	42%	45%	37%	47%	55%	37%	46%	38%	44%	40%	36%	34%
						b		b	b		a					
Don't know	369	29	179	54	154	101	106	17	16	297	28	306	19	160	164	45
	11%	9%	9%	10%	9%	8%	11%	7%	8%	11%	6%	11%	6%	9%	14%	9%
										b		b			ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Agree	1743	242	999	359	883	670	571	157	90	237	567	294	510
	51%	59%	49%	54%	49%	48%	53%	50%	41%	52%	50%	51%	50%
		b					d						
Disagree	1309	135	863	244	754	613	385	140	115	168	472	213	427
	38%	33%	42%	37%	42%	44%	36%	44%	52%	37%	41%	37%	42%
			a			b		b	b				
Don't know	369	34	190	60	164	106	118	19	14	53	104	69	87
	11%	8%	9%	9%	9%	8%	11%	6%	6%	12%	9%	12%	8%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Agree	1743	358	446	83	**	86	239	**	**	804	325	1392	351
	51%	48%	52%	55%	**	46%	49%	**	**	50%	48%	53% b	43%
Disagree	1309	311	329	48	**	83	210	**	**	640	293	958	351
	38%	42%	38%	32%	**	44%	43%	**	**	40%	43%	37%	43% a
Don't know	369	72	85	19	**	17	40	**	**	156	57	259	109
	11%	10%	10%	13%	**	9%	8%	**	**	10%	8%	10%	13% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Agree	1743	369	397	70	211	708	212	740	556	1509	229	64	587	662	488
	51%	49%	49%	46%	50%	54%	52%	57%	50%	53%	39%	36%	56%	54%	43%
							ef	cef	ef	ef			c	c	
Disagree	1309	303	335	73	179	426	128	429	457	1013	290	89	330	441	532
	38%	40%	41%	49%	43%	33%	31%	33%	41%	36%	50%	51%	31%	36%	47%
		e	e	e	e				abd		abcd	abd			ab
Don't know	369	77	81	7	31	175	70	131	104	305	62	23	138	116	113
	11%	10%	10%	5%	7%	13%	17%	10%	9%	11%	11%	13%	13%	10%	10%
						cd	bcde						b		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Agree	1743	855	869	513	471	336	405	1399	168	113	63	339	685	555	648	772
	51%	48%	54%	55%	50%	47%	52%	50%	51%	56%	61%	54%	51%	49%	57%	48%
			a	c											b	
Disagree	1309	756	538	342	380	296	274	1077	124	75	33	218	528	441	398	699
	38%	43%	34%	37%	40%	42%	35%	39%	38%	37%	32%	35%	40%	39%	35%	44%
			b												a	
Don't know	369	167	195	76	99	79	106	311	35	15	8	73	121	132	100	132
	11%	9%	12%	8%	10%	11%	13%	11%	11%	8%	7%	12%	9%	12%	9%	8%
			a				a									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Gas supplier	2252	196	1540	377	1360	997	740	187	139	1694	346	1808	231	1220	820	292
	66%	63%	80%	69%	80%	78%	77%	74%	74%	65%	76%	66%	76%	65%	69%	59%
			a		a						a		a		c	
Electricity supplier	2591	223	1717	428	1512	1103	836	203	158	1948	403	2086	265	1419	932	325
	76%	72%	89%	78%	89%	87%	87%	81%	84%	75%	88%	76%	87%	76%	79%	66%
			a		a	c	c				a		a	c	c	
Bank current account	2640	214	1678	414	1479	1065	827	197	160	2054	377	2180	251	1459	973	330
	77%	69%	87%	76%	87%	84%	86%	78%	85%	79%	82%	79%	83%	78%	82%	67%
			a		a		c							c	ac	
None of these	321	27	92	42	76	57	61	12	9	238	22	244	17	147	114	53
	9%	9%	5%	8%	5%	4%	6%	5%	5%	9%	5%	9%	6%	8%	10%	11%
		b		b						b						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Gas supplier	2252	244	1624	438	1430	1052	816	223	167	333	903	427	808
	66%	59%	79%	66%	79%	76%	76%	70%	76%	73%	79%	74%	79%
			a		a								
Electricity supplier	2591	296	1814	517	1593	1189	922	255	183	369	996	477	888
	76%	72%	88%	78%	89%	86%	86%	81%	84%	81%	87%	83%	87%
			a		a						a		
Bank current account	2640	304	1768	514	1558	1159	913	242	174	368	976	472	872
	77%	74%	86%	78%	87%	83%	85%	76%	79%	80%	85%	82%	85%
			a		a	c	c						
None of these	321	48	106	63	91	82	71	24	17	33	64	39	58
	9%	12%	5%	9%	5%	6%	7%	8%	8%	7%	6%	7%	6%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Gas supplier	2252	566	669	99	**	145	365	**	**	1235	510	1675	576
	66%	77%	78%	66%	**	78%	75%	**	**	77%	76%	64%	71%
		c	c										a
Electricity supplier	2591	619	746	110	**	165	438	**	**	1365	602	1921	670
	76%	84%	87%	73%	**	88%	90%	**	**	85%	89%	74%	83%
		c	c								a		a
Bank current account	2640	606	737	110	**	159	440	**	**	1343	599	1948	692
	77%	82%	86%	74%	**	85%	90%	**	**	84%	89%	75%	85%
			c								a		a
None of these	321	46	52	17	**	9	18	**	**	98	26	250	71
	9%	6%	6%	11%	**	5%	4%	**	**	6%	4%	10%	9%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Gas supplier	2252	599	654	128	294	592	89	826	862	1777	466	133	466	877	900
	66%	80%	80%	85%	70%	45%	22%	64%	77%	63%	80%	76%	44%	72%	79%
		de	de	de	e			a	abd	a	abd	abd		a	ab
Electricity supplier	2591	670	719	138	349	733	133	917	993	2043	538	160	562	974	1045
	76%	89%	88%	92%	83%	56%	32%	71%	89%	72%	93%	91%	53%	80%	92%
		de	de	de	e			a	abd	a	abd	abd		a	ab
Bank current account	2640	662	706	132	329	831	202	939	966	2107	525	155	632	978	1022
	77%	88%	87%	88%	78%	63%	49%	72%	86%	75%	90%	88%	60%	80%	90%
		de	de	de	e			a	abd	a	abd	abd		a	ab
None of these	321	32	43	5	32	211	121	123	56	300	20	10	192	90	38
	9%	4%	5%	3%	7%	16%	30%	9%	5%	11%	3%	6%	18%	7%	3%
					a	abcd	bcdef	ce		ce			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Gas supplier	2252	1184	1047	638	623	463	511	1835	226	143	47	375	935	739	715	1188
	66%	67%	65%	69%	66%	65%	65%	66%	69%	70%	46%	60%	70%	65%	62%	74%
								d	d	d			a			a
Electricity supplier	2591	1395	1174	726	723	520	603	2110	255	153	73	457	1075	830	843	1335
	76%	78%	73%	78%	76%	73%	77%	76%	78%	75%	70%	72%	81%	74%	74%	83%
		b											ac			a
Bank current account	2640	1376	1232	722	750	528	618	2149	246	158	87	462	1079	874	851	1366
	77%	77%	77%	77%	79%	74%	79%	77%	75%	78%	84%	73%	81%	77%	74%	85%
													a			a
None of these	321	146	172	62	103	74	69	266	30	16	9	51	75	151	84	93
	9%	8%	11%	7%	11%	10%	9%	10%	9%	8%	9%	8%	6%	13%	7%	6%
					a									ab		
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2272	172	1512	361	1323	993	691	241	137	1663	404	1796	271	1277	790	314
Effective Weighted Sample	1889	126	1302	280	1139	830	587	181	120	1386	363	1501	243	1070	666	250
Total	2252	196	1540	377	1360	997	740	187	139	1694	346	1808	231	1220	820	292
Yes - in the last 6 months	296	26	184	39	171	142	68	47	26	222	49	243	27	164	106	50
	13%	13%	12%	10%	13%	14%	9%	25%	19%	13%	14%	13%	12%	13%	13%	17%
						b		ab	b							
Yes - 7 to 12 months ago	248	30	141	44	127	119	53	37	27	193	30	201	21	157	66	57
	11%	15%	9%	12%	9%	12%	7%	20%	19%	11%	9%	11%	9%	13%	8%	20%
						b		ab	b					b		ab
Yes – 13 to 18 months ago	208	11	126	21	116	95	42	21	16	149	35	160	25	140	44	39
	9%	5%	8%	6%	9%	10%	6%	11%	11%	9%	10%	9%	11%	11%	5%	13%
						b		b						b		b
Yes – 1.5 to 2 years ago	171	9	123	24	108	91	41	14	12	120	30	131	19	95	55	17
	8%	5%	8%	6%	8%	9%	6%	8%	8%	7%	9%	7%	8%	8%	7%	6%
						b										
Yes – 2 to 3 years ago	198	11	146	23	133	110	47	10	8	157	32	171	18	130	59	23
	9%	5%	9%	6%	10%	11%	6%	6%	6%	9%	9%	9%	8%	11%	7%	8%
						b								b		
Yes – More than 3 years ago	461	23	369	75	317	239	153	22	22	351	72	374	49	262	160	43
	20%	12%	24%	20%	23%	24%	21%	12%	16%	21%	21%	21%	21%	22%	20%	15%
			a			c	c							c		
No – never changed provider	670	87	451	150	387	202	336	36	28	502	99	529	72	272	329	63
	30%	44%	29%	40%	28%	20%	45%	19%	20%	30%	29%	29%	31%	22%	40%	21%
		b		b			acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2272	315	1643	535	1423	1125	833	283	181	335	754	423	666
Effective Weighted Sample	1889	260	1406	447	1220	946	712	224	155	285	648	357	576
Total	2252	244	1624	438	1430	1052	816	223	167	333	903	427	808
Yes - in the last 6 months	296	31	196	49	179	146	81	49	30	45	111	56	101
	13%	13%	12%	11%	12%	14%	10%	22%	18%	14%	12%	13%	12%
						b		ab	b				
Yes - 7 to 12 months ago	248	39	157	57	139	136	60	56	36	28	87	35	80
	11%	16%	10%	13%	10%	13%	7%	25%	22%	9%	10%	8%	10%
		b				b		ab	ab				
Yes – 13 to 18 months ago	208	24	133	34	122	102	55	24	18	30	87	39	78
	9%	10%	8%	8%	9%	10%	7%	11%	11%	9%	10%	9%	10%
Yes – 1.5 to 2 years ago	171	24	126	39	110	96	53	15	14	18	75	25	68
	8%	10%	8%	9%	8%	9%	6%	7%	9%	5%	8%	6%	8%
Yes – 2 to 3 years ago	198	16	152	31	138	115	53	8	8	37	90	43	84
	9%	7%	9%	7%	10%	11%	7%	4%	5%	11%	10%	10%	10%
						bcd							
Yes – More than 3 years ago	461	36	384	90	329	251	169	28	26	66	213	93	185
	20%	15%	24%	21%	23%	24%	21%	12%	16%	20%	24%	22%	23%
			a			c	c						
No – never changed provider	670	74	476	138	413	205	346	43	34	109	240	137	212
	30%	31%	29%	32%	29%	19%	42%	19%	21%	33%	27%	32%	26%
						acd							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2272	508	581	115	55	175	402	29	20	1089	577	1705	567
Effective Weighted Sample	1889	422	506	84	46	156	342	23	19	927	496	1420	469
Total	2252	566	669	99	58	145	365	22	15	1235	510	1675	576
Yes - in the last 6 months	296	86	70	27	**	21	48	**	**	156	69	234	63
	13%	15%	10%	27% ab	**	14%	13%	**	**	13%	14%	14%	11%
Yes - 7 to 12 months ago	248	57	59	18	**	21	29	**	**	115	49	199	49
	11%	10%	9%	18% b	**	14%	8%	**	**	9%	10%	12%	9%
Yes – 13 to 18 months ago	208	74	43	9	**	13	18	**	**	117	31	177	31
	9%	13% b	6%	9%	**	9%	5%	**	**	9%	6%	11% b	5%
Yes – 1.5 to 2 years ago	171	50	43	5	**	10	25	**	**	93	35	139	32
	8%	9%	6%	5%	**	7%	7%	**	**	7%	7%	8%	6%
Yes – 2 to 3 years ago	198	63	64	3	**	13	27	**	**	127	40	159	39
	9%	11%	10%	3%	**	9%	7%	**	**	10%	8%	10%	7%
Yes – More than 3 years ago	461	128	150	16	**	38	72	**	**	278	110	319	142
	20%	23%	22%	16%	**	26%	20%	**	**	23%	22%	19%	25% a
No – never changed provider	670	109	240	21	**	30	146	**	**	349	176	449	221
	30%	19%	36% ac	21%	**	20%	40% a	**	**	28%	34% a	27%	38% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2272	748	442	147	364	587	103	826	867	1796	469	122	500	887	878
Effective Weighted Sample	1889	702	417	137	309	459	81	666	742	1487	396	96	396	739	747
Total	2252	599	654	128	294	592	89	826	862	1777	466	133	466	877	900
Yes - in the last 6 months	296	64	81	16	41	96	18	124	99	241	54	15	74	117	104
	13%	11%	12%	13%	14%	16%	21%	15%	11%	14%	12%	12%	16%	13%	12%
						a	c								
Yes - 7 to 12 months ago	248	61	63	10	28	89	15	117	79	211	34	8	76	99	70
	11%	10%	10%	8%	9%	15%	17%	14%	9%	12%	7%	6%	16%	11%	8%
						a	e	ce		e			bc		
Yes - 13 to 18 months ago	208	42	57	12	31	68	19	89	72	179	28	8	60	80	67
	9%	7%	9%	10%	10%	11%	21%	11%	8%	10%	6%	6%	13%	9%	7%
						a	bcdef	e		e			c		
Yes - 1.5 to 2 years ago	171	40	55	11	26	40	3	71	64	138	32	11	37	71	62
	8%	7%	8%	8%	9%	7%	3%	9%	7%	8%	7%	8%	8%	8%	7%
Yes - 2 to 3 years ago	198	53	64	14	25	43	2	65	86	153	45	6	32	79	87
	9%	9%	10%	11%	8%	7%	2%	8%	10%	9%	10%	5%	7%	9%	10%
Yes - More than 3 years ago	461	143	164	25	62	73	8	112	211	332	128	25	41	186	233
	20%	24%	25%	19%	21%	12%	9%	14%	25%	19%	27%	19%	9%	21%	26%
		e	e		e				abd	b	abd			a	a
No - never changed provider	670	197	170	40	82	184	24	247	250	522	145	59	146	245	275
	30%	33%	26%	31%	28%	31%	27%	30%	29%	29%	31%	45%	31%	28%	31%
												abcde			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2272	1158	1091	702	641	352	559	1876	207	136	53	378	919	765	737	1187
Effective Weighted Sample	1889	955	917	593	543	306	463	1558	176	114	42	308	764	645	612	987
Total	2252	1184	1047	638	623	463	511	1835	226	143	47	375	935	739	715	1188
Yes - in the last 6 months	296	166	127	108	76	58	53	255	21	18	**	48	104	123	100	152
	13%	14%	12%	17% d	12%	13%	10%	14%	9%	13%	**	13%	11%	17% b	14%	13%
Yes - 7 to 12 months ago	248	130	114	81	76	47	45	198	31	16	**	38	94	94	82	123
	11%	11%	11%	13%	12%	10%	9%	11%	14%	11%	**	10%	10%	13%	11%	10%
Yes – 13 to 18 months ago	208	121	85	69	53	55	31	170	17	17	**	25	99	66	65	106
	9%	10%	8%	11% d	8%	12% d	6%	9%	8%	12%	**	7%	11%	9%	9%	9%
Yes – 1.5 to 2 years ago	171	96	74	51	56	31	32	144	14	11	**	27	78	51	48	101
	8%	8%	7%	8%	9%	7%	6%	8%	6%	7%	**	7%	8%	7%	7%	8%
Yes – 2 to 3 years ago	198	104	94	71	59	27	39	165	16	10	**	24	86	74	55	110
	9%	9%	9%	11% c	9%	6%	8%	9%	7%	7%	**	6%	9%	10%	8%	9%
Yes – More than 3 years ago	461	244	216	115	132	97	113	369	52	33	**	69	199	143	150	253
	20%	21%	21%	18%	21%	21%	22%	20%	23%	23%	**	18%	21%	19%	21%	21%
No – never changed provider	670	323	339	144	171	148	199	534	74	39	**	143	274	189	214	343
	30%	27%	32% a	22%	27%	32% a	39% ab	29%	33%	27%	**	38% bc	29%	26%	30%	29%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2612	188	1690	400	1478	1094	784	256	156	1918	461	2075	304	1480	899	353
Effective Weighted Sample	2183	140	1459	314	1276	916	669	193	135	1597	415	1734	272	1237	762	285
Total	2591	223	1717	428	1512	1103	836	203	158	1948	403	2086	265	1419	932	325
Yes - in the last 6 months	339	22	215	41	196	145	91	44	28	258	56	284	31	185	130	50
	13%	10%	13%	10%	13%	13%	11%	21% ab	18%	13%	14%	14%	12%	13%	14%	15%
Yes - 7 to 12 months ago	318	37	169	56	150	146	60	41	27	243	37	254	25	203	77	67
	12%	17% b	10%	13%	10%	13% b	7%	20% ab	17% b	12%	9%	12%	10%	14% b	8%	21% ab
Yes – 13 to 18 months ago	240	15	139	28	126	105	49	27	22	172	40	183	28	156	55	41
	9%	7%	8%	7%	8%	10% b	6%	13% b	14% b	9%	10%	9%	11%	11% b	6%	13% b
Yes – 1.5 to 2 years ago	192	11	127	29	110	98	41	15	14	135	38	151	22	115	58	21
	7%	5%	7%	7%	7%	9% b	5%	8%	9%	7%	9%	7%	8%	8%	6%	6%
Yes – 2 to 3 years ago	259	14	182	32	164	129	67	10	8	198	44	213	29	175	67	32
	10%	6%	11%	7%	11%	12% c	8%	5%	5%	10%	11%	10%	11%	12% b	7%	10%
Yes – More than 3 years ago	522	32	413	87	357	272	172	25	25	397	82	422	57	296	182	41
	20%	14%	24% a	20%	24%	25% c	21% c	12%	16%	20%	20%	20%	21%	21% c	20% c	12%
No – never changed provider	720	91	472	156	408	208	355	41	34	546	106	579	73	290	362	74
	28%	41% b	28%	36% b	27%	19%	43% acd	20%	21%	28%	26%	28%	28%	20%	39% ac	23%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	FIXED BROADBAND - SIMPLE			FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2612	388	1834	635	1587	1279	943	326	202	371	827	470	728
Effective Weighted Sample	2183	325	1578	536	1367	1082	809	261	174	323	715	403	634
Total	2591	296	1814	517	1593	1189	922	255	183	369	996	477	888
Yes - in the last 6 months	339	44	228	68	205	166	106	53	29	52	121	62	111
	13%	15%	13%	13%	13%	14%	12%	21% ab	16%	14%	12%	13%	12%
Yes - 7 to 12 months ago	318	47	182	68	161	162	67	62	39	39	104	52	91
	12%	16% b	10%	13%	10%	14% b	7%	24% ab	21% ab	10%	10%	11%	10%
Yes – 13 to 18 months ago	240	31	149	43	137	124	56	34	24	27	91	36	82
	9%	10%	8%	8%	9%	10% b	6%	13% b	13% b	7%	9%	8%	9%
Yes – 1.5 to 2 years ago	192	25	134	45	114	106	53	20	17	15	79	20	73
	7%	9%	7%	9%	7%	9% b	6%	8%	9%	4%	8%	4%	8% a
Yes – 2 to 3 years ago	259	25	191	46	169	140	75	11	9	42	110	54	99
	10%	8%	11%	9%	11%	12% bcd	8%	4%	5%	11%	11%	11%	11%
Yes – More than 3 years ago	522	41	429	98	371	287	182	30	29	79	225	107	197
	20%	14%	24% a	19%	23%	24% cd	20% c	12%	16%	21%	23%	22%	22%
No – never changed provider	720	83	502	149	437	204	382	45	38	115	266	146	235
	28%	28%	28%	29%	27%	17%	41% acd	18%	21%	31%	27%	31%	26%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2612	554	644	126	60	199	482	36	25	1198	681	1948	664
Effective Weighted Sample	2183	467	563	92	49	177	408	30	23	1030	583	1633	551
Total	2591	619	746	110	65	165	438	27	18	1365	602	1921	670
Yes - in the last 6 months	339	87	86	26	**	25	64	**	**	173	90	258	81
	13%	14%	12%	24%	**	15%	15%	**	**	13%	15%	13%	12%
				ab									
Yes - 7 to 12 months ago	318	76	67	24	**	24	39	**	**	143	63	261	57
	12%	12%	9%	22%	**	14%	9%	**	**	10%	10%	14%	8%
				ab								b	
Yes – 13 to 18 months ago	240	72	46	14	**	18	25	**	**	118	43	199	40
	9%	12%	6%	12%	**	11%	6%	**	**	9%	7%	10%	6%
		b										b	
Yes – 1.5 to 2 years ago	192	50	44	7	**	12	31	**	**	94	42	151	41
	7%	8%	6%	6%	**	7%	7%	**	**	7%	7%	8%	6%
Yes – 2 to 3 years ago	259	76	77	3	**	14	37	**	**	153	51	214	45
	10%	12%	10%	3%	**	8%	8%	**	**	11%	8%	11%	7%
		c	c									b	
Yes – More than 3 years ago	522	146	159	14	**	44	91	**	**	304	136	349	173
	20%	24%	21%	13%	**	27%	21%	**	**	22%	23%	18%	26%
		c										a	
No – never changed provider	720	113	268	21	**	28	150	**	**	380	178	489	232
	28%	18%	36%	19%	**	17%	34%	**	**	28%	30%	25%	35%
			ac				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2612	838	488	157	419	728	140	922	1006	2068	537	145	595	987	1023
Effective Weighted Sample	2183	788	461	147	359	576	110	754	863	1726	451	115	482	825	871
Total	2591	670	719	138	349	733	133	917	993	2043	538	160	562	974	1045
Yes - in the last 6 months	339	83	85	20	46	107	13	142	122	277	61	19	76	131	132
	13%	12%	12%	14%	13%	15%	10%	16%	12%	14%	11%	12%	14%	13%	13%
Yes - 7 to 12 months ago	318	69	74	12	37	129	36	136	101	273	43	9	109	116	91
	12%	10%	10%	9%	11%	18%	27%	15%	10%	13%	8%	5%	19%	12%	9%
						abcd	bcdef	cef		ef			bc		
Yes – 13 to 18 months ago	240	50	60	14	34	85	19	108	79	206	34	10	68	96	76
	9%	8%	8%	10%	10%	12%	14%	12%	8%	10%	6%	6%	12%	10%	7%
						a	e	ce		e			c		
Yes – 1.5 to 2 years ago	192	38	59	10	31	53	10	73	70	154	38	12	50	68	74
	7%	6%	8%	7%	9%	7%	8%	8%	7%	8%	7%	7%	9%	7%	7%
Yes – 2 to 3 years ago	259	66	78	16	38	63	9	82	108	199	59	11	46	104	108
	10%	10%	11%	12%	11%	9%	7%	9%	11%	10%	11%	7%	8%	11%	10%
Yes – More than 3 years ago	522	167	174	26	72	89	12	112	240	364	156	37	45	205	269
	20%	25%	24%	19%	21%	12%	9%	12%	24%	18%	29%	23%	8%	21%	26%
		e	e		e				abd	ab	abd	ab		a	a
No – never changed provider	720	196	189	41	91	207	34	264	273	571	148	62	168	255	295
	28%	29%	26%	29%	26%	28%	26%	29%	27%	28%	27%	39%	30%	26%	28%
												cde			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2612	1371	1218	799	739	394	660	2148	239	148	77	454	1059	855	861	1342
Effective Weighted Sample	2183	1142	1024	680	629	340	557	1789	203	127	65	371	885	727	715	1126
Total	2591	1395	1174	726	723	520	603	2110	255	153	73	457	1075	830	843	1335
Yes - in the last 6 months	339	197	137	111	94	66	67	291	23	19	**	57	118	138	99	179
	13%	14%	12%	15%	13%	13%	11%	14%	9%	13%	**	12%	11%	17% b	12%	13%
Yes - 7 to 12 months ago	318	178	136	102	92	63	60	263	33	19	**	63	117	110	128	137
	12%	13%	12%	14%	13%	12%	10%	12%	13%	12%	**	14%	11%	13%	15% b	10%
Yes – 13 to 18 months ago	240	131	107	85	63	55	36	200	20	12	**	33	115	76	76	123
	9%	9%	9%	12% d	9%	11% d	6%	9%	8%	8%	**	7%	11%	9%	9%	9%
Yes – 1.5 to 2 years ago	192	114	77	53	62	39	35	156	17	15	**	32	89	58	53	110
	7%	8%	7%	7%	9%	8%	6%	7%	7%	10%	**	7%	8%	7%	6%	8%
Yes – 2 to 3 years ago	259	141	118	89	73	41	53	221	17	13	**	40	100	97	78	145
	10%	10%	10%	12%	10%	8%	9%	10%	7%	9%	**	9%	9%	12%	9%	11%
Yes – More than 3 years ago	522	280	240	132	151	108	126	412	61	34	**	78	242	149	179	276
	20%	20%	20%	18%	21%	21%	21%	20%	24%	22%	**	17%	22%	18%	21%	21%
No – never changed provider	720	355	360	153	188	149	225	566	84	41	**	154	294	203	230	365
	28%	25%	31% a	21%	26%	29% a	37% abc	27%	33%	27%	**	34% c	27%	24%	27%	27%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2635	171	1641	377	1435	1040	772	233	155	2003	433	2148	288	1502	934	338
Effective Weighted Sample	2200	130	1418	298	1240	874	658	179	133	1669	391	1794	260	1258	788	275
Total	2640	214	1678	414	1479	1065	827	197	160	2054	377	2180	251	1459	973	330
Yes - in the last 6 months	90 3%	10 5%	33 2%	12 3%	32 2%	27 2%	17 2%	15 8% ab	8 5%	75 4%	7 2%	75 3%	7 3%	62 4%	20 2%	38 11% ab
Yes - 7 to 12 months ago	106 4%	9 4%	38 2%	15 4%	32 2%	40 4% b	7 1%	16 8% ab	10 6% b	75 4%	11 3%	78 4%	8 3%	65 4% b	20 2%	34 10% ab
Yes – 13 to 18 months ago	62 2%	11 5% b	23 1%	16 4% b	17 1%	32 3% b	1 *%	11 5% b	7 5% b	47 2%	7 2%	48 2%	6 2%	47 3% b	7 1%	20 6% ab
Yes – 1.5 to 2 years ago	83 3%	9 4% b	24 1%	12 3%	20 1%	25 2%	8 1%	3 2%	2 1%	62 3%	9 2%	64 3%	7 3%	57 4% b	14 1%	14 4% b
Yes – 2 to 3 years ago	96 4%	6 3%	59 4%	13 3%	53 4%	39 4%	26 3%	9 4%	7 5%	74 4%	18 5%	78 4%	15 6%	65 4%	28 3%	10 3%
Yes – More than 3 years ago	690 26%	36 17%	527 31% a	90 22%	472 32% a	374 35% b	188 23%	54 28%	50 31%	537 26%	116 31%	582 27%	71 28%	466 32% bc	187 19%	68 21%
No – never changed provider	1512 57%	134 62%	974 58%	256 62%	852 58%	528 50%	580 70% acd	89 45%	75 47%	1184 58%	209 55%	1255 58%	138 55%	696 48%	697 72% ac	146 44%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

	FIXED BROADBAND -												
	FIXED BROADBAND - SIMPLE REGARD				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2635	390	1778	627	1541	1236	932	301	190	367	802	461	708
Effective Weighted Sample	2200	327	1530	530	1328	1050	796	243	164	315	697	393	618
Total	2640	304	1768	514	1558	1159	913	242	174	368	976	472	872
Yes - in the last 6 months	90 3%	19 6% b	35 2%	21 4%	33 2%	31 3%	23 2%	20 8% ab	7 4%	15 4%	25 3%	15 3%	25 3%
Yes - 7 to 12 months ago	106 4%	14 4%	45 3%	22 4% b	36 2%	47 4% b	12 1%	25 10% ab	9 5% b	15 4%	22 2%	18 4%	19 2%
Yes – 13 to 18 months ago	62 2%	11 4% b	24 1%	16 3% b	19 1%	32 3% b	3 *%	11 4% b	6 4% b	11 3%	18 2%	15 3%	14 2%
Yes – 1.5 to 2 years ago	83 3%	14 5% b	29 2%	20 4% b	24 2%	34 3% b	10 1%	4 1%	1 1%	10 3%	16 2%	12 3%	14 2%
Yes – 2 to 3 years ago	96 4%	12 4%	61 3%	21 4%	52 3%	49 4%	24 3%	14 6% b	9 5%	7 2%	36 4%	12 3%	31 4%
Yes – More than 3 years ago	690 26%	68 22%	548 31% a	123 24%	494 32% a	403 35% bc	213 23%	59 24%	49 28%	79 21%	289 30% a	104 22%	264 30% a
No – never changed provider	1512 57%	166 55%	1026 58%	292 57%	901 58%	563 49%	629 69% acd	110 45%	91 52%	232 63%	570 58%	296 63%	506 58%
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b													

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2635	536	633	124	58	193	484	33	26	1169	677	1954	681
Effective Weighted Sample	2200	452	553	92	48	177	412	31	24	1006	586	1631	568
Total	2640	606	737	110	63	159	440	25	20	1343	599	1948	692
Yes - in the last 6 months	90	24	16	15	**	2	5	**	**	40	7	79	12
	3%	4%	2%	14% ab	**	1%	1%	**	**	3%	1%	4% b	2%
Yes - 7 to 12 months ago	106	27	9	9	**	6	6	**	**	36	11	93	13
	4%	4% b	1%	8% b	**	4%	1%	**	**	3%	2%	5% b	2%
Yes – 13 to 18 months ago	62	26	2	8	**	2	2	**	**	29	4	60	2
	2%	4% b	*%	7% b	**	1%	*%	**	**	2%	1%	3% b	*%
Yes – 1.5 to 2 years ago	83	20	6	7	**	4	7	**	**	26	11	75	8
	3%	3% b	1%	6% b	**	2%	2%	**	**	2%	2%	4% b	1%
Yes – 2 to 3 years ago	96	27	16	4	**	6	15	**	**	43	21	81	15
	4%	4%	2%	4%	**	4%	3%	**	**	3%	3%	4%	2%
Yes – More than 3 years ago	690	196	171	24	**	68	137	**	**	368	205	478	212
	26%	32% b	23%	21%	**	43% b	31%	**	**	27%	34% a	25%	31% a
No – never changed provider	1512	286	516	43	**	73	268	**	**	802	341	1082	430
	57%	47%	70% ac	39%	**	46%	61% a	**	**	60%	57%	56%	62% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2635	824	475	151	394	811	202	928	975	2105	524	143	655	973	1001
Effective Weighted Sample	2200	775	450	142	338	644	158	762	838	1756	439	113	524	821	848
Total	2640	662	706	132	329	831	202	939	966	2107	525	155	632	978	1022
Yes - in the last 6 months	90 3%	9 1%	18 3%	4 3%	5 2%	54 7% abd	25 12% bcdef	49 5% ce	14 1%	88 4% ce	3 1%	2 1%	49 8% bc	29 3% c	12 1%
Yes - 7 to 12 months ago	106 4%	18 3%	14 2%	2 2%	12 4%	61 7% ab	31 15% bcdef	52 6% cef	16 2%	99 5% ce	5 1%	1 *%	59 9% bc	36 4% c	9 1%
Yes – 13 to 18 months ago	62 2%	8 1%	10 1%	3 2%	6 2%	34 4% ab	17 8% bcdef	31 3% ce	11 1%	59 3% ce	2 *%	- -%	33 5% bc	21 2% c	7 1%
Yes – 1.5 to 2 years ago	83 3%	10 1%	9 1%	1 1%	13 4% a	51 6% abc	17 8% cdef	50 5% cef	13 1%	80 4% ce	2 *%	- -%	47 7% bc	25 3% c	10 1%
Yes – 2 to 3 years ago	96 4%	24 4%	20 3%	8 6%	14 4%	30 4%	12 6%	35 4%	34 4%	81 4%	16 3%	5 3%	32 5%	32 3%	32 3%
Yes – More than 3 years ago	690 26%	205 31% e	225 32% e	36 27% e	92 28% e	137 17%	16 8%	167 18% a	311 32% abd	494 23% ab	194 37% abd	50 32% ab	65 10% a	273 28% a	351 34% ab
No – never changed provider	1512 57%	388 59%	410 58%	78 59%	187 57%	463 56%	85 42%	554 59% a	567 59% a	1206 57% a	302 58% a	98 63% a	345 55%	562 57%	601 59%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2635	1335	1266	782	769	390	670	2169	233	146	87	448	1051	902	850	1369
Effective Weighted Sample	2200	1109	1064	672	648	339	564	1810	197	122	72	363	879	771	705	1151
Total	2640	1376	1232	722	750	528	618	2149	246	158	87	462	1079	874	851	1366
Yes - in the last 6 months	90	50	39	30	22	21	17	76	7	6	**	20	33	30	41	21
	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	**	4%	3%	3%	5% b	2%
Yes - 7 to 12 months ago	106	60	43	41	38	10	15	84	9	12	**	18	36	33	45	32
	4%	4%	4%	6% cd	5% d	2%	2%	4%	4%	7%	**	4%	3%	4%	5% b	2%
Yes – 13 to 18 months ago	62	37	25	16	17	15	13	48	5	5	**	13	27	16	27	18
	2%	3%	2%	2%	2%	3%	2%	2%	2%	3%	**	3%	2%	2%	3% b	1%
Yes – 1.5 to 2 years ago	83	35	47	28	26	16	13	73	7	3	**	25	30	24	37	32
	3%	3%	4%	4%	3%	3%	2%	3%	3%	2%	**	5%	3%	3%	4% b	2%
Yes – 2 to 3 years ago	96	51	44	26	32	20	18	82	6	4	**	14	40	36	34	43
	4%	4%	4%	4%	4%	4%	3%	4%	2%	3%	**	3%	4%	4%	4%	3%
Yes – More than 3 years ago	690	370	311	206	179	146	153	567	58	45	**	102	302	239	223	369
	26%	27%	25%	28%	24%	28%	25%	26%	24%	28%	**	22%	28%	27%	26%	27%
No – never changed provider	1512	773	723	376	437	299	388	1219	154	83	**	270	612	495	444	849
	57%	56%	59%	52%	58%	57%	63% a	57%	63%	52%	**	58%	57%	57%	52%	62% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3032	218	1711	429	1500	1136	793	279	155	2262	471	2425	308	1735	998	452
Effective Weighted Sample	2525	158	1470	330	1288	939	677	208	136	1888	419	2028	272	1448	843	363
Total	3031	247	1750	447	1550	1137	860	210	156	2324	404	2464	264	1692	1036	435
A. Hearing? Poor hearing, partial hearing, or are deaf	227 7%	34 14% b	123 7%	48 11%	110 7%	107 9% b	51 6%	23 11% b	10 6%	157 7%	28 7%	165 7%	20 8%	123 7%	62 6%	41 9%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	211 7%	23 9% b	77 4%	35 8% b	65 4%	72 6% b	28 3%	26 12% ab	15 9% b	145 6%	21 5%	154 6%	12 5%	112 7%	54 5%	49 11% ab
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	310 10%	44 18% b	172 10%	62 14%	155 10%	132 12%	85 10%	25 12%	13 9%	212 9%	41 10%	226 9%	27 10%	170 10%	82 8%	52 12%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	132 4%	19 8% b	62 4%	25 6%	56 4%	50 4%	31 4%	11 5%	3 2%	95 4%	15 4%	102 4%	8 3%	75 4%	35 3%	31 7% b
E. Breathing? Breathlessness or chest pains	216 7%	21 9%	130 7%	36 8%	116 7%	88 8%	64 7%	14 7%	8 5%	146 6%	44 11% a	154 6%	36 14% a	125 7%	65 6%	33 8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3032	218	1711	429	1500	1136	793	279	155	2262	471	2425	308	1735	998	452
Effective Weighted Sample	2525	158	1470	330	1288	939	677	208	136	1888	419	2028	272	1448	843	363
Total	3031	247	1750	447	1550	1137	860	210	156	2324	404	2464	264	1692	1036	435
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	158 5%	12 5%	57 3%	20 4%	49 3%	46 4%	24 3%	8 4%	5 3%	127 5%	14 3%	134 5%	6 2%	101 6%	40 4%	30 7% b
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	112 4%	15 6% b	34 2%	18 4%	31 2%	36 3%	13 2%	6 3%	2 1%	83 4%	18 5%	89 4%	12 5%	75 4%	26 3%	25 6% b
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	483 16%	35 14%	225 13%	60 13%	200 13%	149 13%	111 13%	25 12%	20 13%	384 17%	59 15%	405 16%	39 15%	284 17%	159 15%	79 18%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	257 8%	16 6%	172 10%	36 8%	152 10%	101 9%	87 10%	15 7%	10 7%	187 8%	41 10%	203 8%	24 9%	140 8%	87 8%	25 6%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1602 53%	112 45%	1065 61% a	233 52%	944 61% a	631 55%	546 64% ac	108 51%	91 58%	1260 54%	228 56%	1339 54%	148 56%	878 52% c	610 59% ac	188 43%
Prefer not to say	125 4%	10 4%	57 3%	14 3%	53 3%	45 4%	21 2%	8 4%	7 4%	98 4%	10 3%	103 4%	6 2%	66 4%	42 4%	12 3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3032	218	1711	429	1500	1136	793	279	155	2262	471	2425	308	1735	998	452
Effective Weighted Sample	2525	158	1470	330	1288	939	677	208	136	1888	419	2028	272	1448	843	363
Total	3031	247	1750	447	1550	1137	860	210	156	2324	404	2464	264	1692	1036	435
Don't know	157	9	72	19	63	44	38	9	8	125	13	128	10	79	59	31
	5%	4%	4%	4%	4%	4%	4%	5%	5%	5%	3%	5%	4%	5%	6%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3032	449	1875	699	1625	1341	983	344	213	396	871	496	771
Effective Weighted Sample	2525	372	1603	588	1391	1126	838	274	184	339	748	421	666
Total	3031	350	1859	567	1642	1243	966	268	194	395	1043	501	938
A. Hearing? Poor hearing, partial hearing, or are deaf	227	20	124	35	110	93	52	19	13	23	83	33	73
	7%	6%	7%	6%	7%	7%	5%	7%	7%	6%	8%	7%	8%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	211	22	79	34	67	69	32	28	14	27	41	35	33
	7%	6%	4%	6%	4%	6%	3%	10% ab	7% b	7%	4%	7% b	4%
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	310	29	178	49	158	119	88	26	17	42	108	55	95
	10%	8%	10%	9%	10%	10%	9%	10%	9%	11%	10%	11%	10%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	132	14	60	19	56	47	28	13	4	14	38	18	34
	4%	4%	3%	3%	3%	4%	3%	5%	2%	4%	4%	4%	4%
E. Breathing? Breathlessness or chest pains	216	25	134	41	118	87	72	14	9	27	80	34	73
	7%	7%	7%	7%	7%	7%	7%	5%	5%	7%	8%	7%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3032	449	1875	699	1625	1341	983	344	213	396	871	496	771
Effective Weighted Sample	2525	372	1603	588	1391	1126	838	274	184	339	748	421	666
Total	3031	350	1859	567	1642	1243	966	268	194	395	1043	501	938
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	158 5%	24 7% b	65 4%	36 6% b	53 3%	60 5%	29 3%	16 6%	9 5%	14 4%	35 3%	20 4%	29 3%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	112 4%	17 5% b	39 2%	22 4%	34 2%	39 3%	17 2%	10 4%	7 4%	16 4%	21 2%	18 4%	18 2%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	483 16%	70 20% b	249 13%	103 18% b	216 13%	174 14%	145 15%	35 13%	27 14%	53 14%	145 14%	69 14%	129 14%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	257 8%	20 6%	181 10% a	40 7%	162 10%	105 8%	96 10%	15 5%	9 5%	29 7%	109 10%	48 10%	89 10%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1602 53%	189 54%	1135 61% a	320 56%	1004 61%	725 58% c	600 62% c	135 50%	106 54%	224 57%	621 60%	282 56%	562 60%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3032	449	1875	699	1625	1341	983	344	213	396	871	496	771
Effective Weighted Sample	2525	372	1603	588	1391	1126	838	274	184	339	748	421	666
Total	3031	350	1859	567	1642	1243	966	268	194	395	1043	501	938
Prefer not to say	125	16	60	21	54	47	28	12	7	19	32	20	31
	4%	5%	3%	4%	3%	4%	3%	4%	4%	5%	3%	4%	3%
Don't know	157	18	77	30	65	49	47	17	12	22	50	26	46
	5%	5%	4%	5%	4%	4%	5%	6%	6%	5%	5%	5%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3032	610	657	157	72	209	483	39	29	1267	692	2337	695
Effective Weighted Sample	2525	507	572	114	59	189	408	36	27	1080	594	1944	580
Total	3031	670	768	133	74	173	441	29	23	1439	614	2325	706
A. Hearing? Poor hearing, partial hearing, or are deaf	227 7%	50 7%	57 7%	14 10%	** **	9 5%	30 7%	** **	** **	106 7%	39 6%	150 6%	77 11% a
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	211 7%	39 6%	30 4%	20 15% ab	** **	13 8%	18 4%	** **	** **	69 5%	31 5%	160 7%	51 7%
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	310 10%	72 11%	78 10%	13 10%	** **	18 10%	39 9%	** **	** **	150 10%	57 9%	200 9%	110 16% a
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	132 4%	33 5%	19 2%	11 8% b	** **	8 5%	16 4%	** **	** **	52 4%	24 4%	90 4%	42 6%
E. Breathing? Breathlessness or chest pains	216 7%	53 8%	54 7%	12 9%	** **	10 6%	30 7%	** **	** **	107 7%	40 7%	150 6%	66 9% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3032	610	657	157	72	209	483	39	29	1267	692	2337	695
Effective Weighted Sample	2525	507	572	114	59	189	408	36	27	1080	594	1944	580
Total	3031	670	768	133	74	173	441	29	23	1439	614	2325	706
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	158 5%	34 5% b	15 2%	7 5%	** **	7 4%	18 4%	** **	** **	49 3%	24 4%	128 5%	30 4%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	112 4%	29 4% b	8 1%	7 5% b	** **	4 2%	14 3%	** **	** **	37 3%	18 3%	101 4% b	11 2%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	483 16%	109 16%	90 12%	18 14%	** **	24 14%	67 15%	** **	** **	198 14%	91 15%	394 17% b	89 13%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	257 8%	63 9%	75 10%	11 8%	** **	14 8%	47 11%	** **	** **	138 10%	61 10%	162 7%	95 13% a
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1602 53%	367 55% c	478 62% ac	55 41%	** **	101 58%	275 62%	** **	** **	845 59%	376 61%	1221 53%	381 54%
Prefer not to say	125 4%	29 4%	22 3%	12 9% b	** **	6 4%	7 2%	** **	** **	51 4%	14 2%	95 4%	30 4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3032	610	657	157	72	209	483	39	29	1267	692	2337	695
Effective Weighted Sample	2525	507	572	114	59	189	408	36	27	1080	594	1944	580
Total	3031	670	768	133	74	173	441	29	23	1439	614	2325	706
Don't know	157	31	41	6	**	5	13	**	**	72	17	133	24
	5%	5%	5%	5%	**	3%	3%	**	**	5%	3%	6%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3032	834	506	157	454	1100	343	1128	1029	2500	527	138	923	1086	1018
Effective Weighted Sample	2525	780	478	146	384	887	277	920	882	2076	444	110	743	911	866
Total	3031	670	750	134	374	1122	337	1137	1023	2497	528	151	898	1087	1040
A. Hearing? Poor hearing, partial hearing, or are deaf	227 7%	32 5%	64 8% a	11 8%	24 7%	96 9% a	30 9%	59 5%	55 5%	143 6%	83 16% abcd	36 24% abcd	50 6%	61 6%	116 11% ab
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	211 7%	30 4%	28 4%	2 1%	29 8% bc	123 11% abc	52 15% bcde	74 7%	52 5%	178 7%	33 6%	17 11% c	98 11% bc	54 5%	59 6%
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	310 10%	63 9%	77 10%	13 10%	36 10%	123 11%	27 8%	85 7%	116 11% b	227 9%	81 15% abd	34 22% abcd	69 8%	86 8%	153 15% ab
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	132 4%	21 3%	26 3%	4 3%	17 4%	66 6% a	12 4%	52 5%	43 4%	106 4%	26 5%	14 9% cd	44 5%	34 3%	54 5%
E. Breathing? Breathlessness or chest pains	216 7%	40 6%	55 7%	18 13% ae	28 7%	75 7%	22 7%	60 5%	71 7%	154 6%	62 12% bcd	26 17% abcd	57 6%	59 5%	100 10% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3032	834	506	157	454	1100	343	1128	1029	2500	527	138	923	1086	1018
Effective Weighted Sample	2525	780	478	146	384	887	277	920	882	2076	444	110	743	911	866
Total	3031	670	750	134	374	1122	337	1137	1023	2497	528	151	898	1087	1040
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	158	26	24	4	14	91	32	77	38	148	10	4	74	56	28
	5%	4%	3%	3%	4%	8%	10%	7%	4%	6%	2%	3%	8%	5%	3%
						abd	ce	ce		ce			bc	c	
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	112	14	9	4	18	67	29	64	13	106	4	-	68	28	15
	4%	2%	1%	3%	5%	6%	9%	6%	1%	4%	1%	-%	8%	3%	1%
					ab	ab	cdef	cef		ce			bc		
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	483	81	100	25	49	230	103	180	172	455	28	7	203	180	100
	16%	12%	13%	19%	13%	20%	31%	16%	17%	18%	5%	4%	23%	17%	10%
						abd	bcdef	ef	ef	ef			bc	c	
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	257	58	79	18	30	74	11	64	118	194	63	19	41	83	132
	8%	9%	11%	14%	8%	7%	3%	6%	12%	8%	12%	13%	5%	8%	13%
			e	e					abd	a	abd	ab		a	ab
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1602	428	452	79	208	449	97	595	599	1291	309	80	366	615	619
	53%	64%	60%	59%	56%	40%	29%	52%	59%	52%	59%	53%	41%	57%	60%
		de	e	e	e			a	abd	a	ad	a		a	a
Prefer not to say	125	23	25	1	13	64	21	48	37	106	17	6	42	54	27
	4%	3%	3%	1%	3%	6%	6%	4%	4%	4%	3%	4%	5%	5%	3%
						c								c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

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C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3032	834	506	157	454	1100	343	1128	1029	2500	527	138	923	1086	1018
Effective Weighted Sample	2525	780	478	146	384	887	277	920	882	2076	444	110	743	911	866
Total	3031	670	750	134	374	1122	337	1137	1023	2497	528	151	898	1087	1040
Don't know	157	24	39	4	12	78	21	93	33	147	10	1	72	64	22
	5%	4%	5%	3%	3%	7%	6%	8%	3%	6%	2%	1%	8%	6%	2%
						ad	e	cef		ce			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3032	1524	1478	889	867	487	763	2493	277	168	94	556	1211	1024	1159	1606
Effective Weighted Sample	2525	1261	1240	750	731	422	641	2069	233	144	79	450	1009	867	956	1342
Total	3031	1568	1436	814	859	640	693	2466	291	179	95	562	1236	1002	1146	1602
A. Hearing? Poor hearing, partial hearing, or are deaf	227	141	84	59	50	50	63	186	21	15	**	56	96	60	227	-
	7%	9%	6%	7%	6%	8%	9%	8%	7%	9%	**	10%	8%	6%	20%	-%
		b										c			b	
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	211	115	93	60	53	48	45	174	26	5	**	59	69	59	211	-
	7%	7%	6%	7%	6%	7%	7%	7%	9%	3%	**	11%	6%	6%	18%	-%
												bc			b	
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	310	161	148	63	56	68	118	254	27	23	**	68	143	64	310	-
	10%	10%	10%	8%	6%	11%	17%	10%	9%	13%	**	12%	12%	6%	27%	-%
						b	abc					c	c		b	
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	132	64	67	27	21	30	53	115	8	6	**	38	55	31	132	-
	4%	4%	5%	3%	2%	5%	8%	5%	3%	3%	**	7%	4%	3%	12%	-%
							ab					c			b	
E. Breathing? Breathlessness or chest pains	216	110	104	35	48	52	78	179	21	12	**	50	100	49	216	-
	7%	7%	7%	4%	6%	8%	11%	7%	7%	7%	**	9%	8%	5%	19%	-%
						a	ab					c	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3032	1524	1478	889	867	487	763	2493	277	168	94	556	1211	1024	1159	1606
Effective Weighted Sample	2525	1261	1240	750	731	422	641	2069	233	144	79	450	1009	867	956	1342
Total	3031	1568	1436	814	859	640	693	2466	291	179	95	562	1236	1002	1146	1602
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	158 5%	81 5%	74 5%	33 4%	37 4%	30 5%	56 8% ab	134 5%	9 3%	11 6%	** **	53 9% bc	56 5%	35 3%	158 14% b	- -%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	112 4%	62 4%	45 3%	28 3%	24 3%	20 3%	38 6% b	93 4%	3 1%	11 6% b	** **	38 7% bc	43 3%	24 2%	112 10% b	- -%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	483 16%	197 13%	274 19% a	86 11%	145 17% a	80 12%	164 24% abc	389 16%	45 15%	32 18%	** **	139 25% bc	186 15%	128 13%	483 42% b	- -%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	257 8%	119 8%	136 9%	45 6%	55 6%	50 8%	100 14% abc	214 9%	24 8%	12 7%	** **	68 12% c	113 9% c	62 6%	257 22% b	- -%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1602 53%	853 54%	740 51%	501 62% cd	500 58% d	331 52% d	264 38%	1289 52%	159 54%	96 54%	** **	208 37%	662 54% a	635 63% ab	- -%	1602 100% a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3032	1524	1478	889	867	487	763	2493	277	168	94	556	1211	1024	1159	1606
Effective Weighted Sample	2525	1261	1240	750	731	422	641	2069	233	144	79	450	1009	867	956	1342
Total	3031	1568	1436	814	859	640	693	2466	291	179	95	562	1236	1002	1146	1602
Prefer not to say	125	75	49	20	38	26	38	105	11	8	**	21	40	37	-	-
	4%	5%	3%	3%	4%	4%	5%	4%	4%	4%	**	4%	3%	4%	-%	-%
							a									
Don't know	157	85	70	38	31	48	39	135	13	6	**	31	55	57	-	-
	5%	5%	5%	5%	4%	7%	6%	5%	4%	4%	**	5%	4%	6%	-%	-%
						b										

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3111	221	1768	443	1546	1166	823	282	161	2324	485	2491	318	1770	1039	451
Effective Weighted Sample	2593	162	1522	342	1331	966	703	210	139	1940	433	2083	283	1480	878	363
Total	3104	256	1804	468	1591	1174	886	221	165	2377	420	2520	276	1721	1075	431
WHITE																
British	1673	129	1053	256	925	670	511	121	87	1298	232	1385	146	939	592	216
	54%	50%	58%	55%	58%	57%	58%	55%	52%	55%	55%	55%	53%	55%	55%	50%
English	610	57	362	97	323	241	179	36	28	443	91	469	65	335	199	77
	20%	22%	20%	21%	20%	21%	20%	16%	17%	19%	22%	19%	24%	19%	19%	18%
Scottish	206	16	135	29	122	86	65	17	14	161	31	170	22	110	82	25
	7%	6%	7%	6%	8%	7%	7%	8%	9%	7%	7%	7%	8%	6%	8%	6%
Welsh	96	12	56	18	50	39	28	10	9	71	14	76	9	53	33	14
	3%	5%	3%	4%	3%	3%	3%	4%	5%	3%	3%	3%	3%	3%	3%	3%
Irish	49	3	27	6	24	9	20	5	4	40	4	42	2	25	19	6
	2%	1%	1%	1%	1%	1%	2% a	2%	2%	2%	1%	2%	1%	1%	2%	1%
Gypsy, Traveller or Irish Traveller	6	2	-	2	-	-	2	-	-	4	-	4	-	4	-	2
	*%	1% b	-%	*% b	-%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	1%
Any other white background	96	2	43	8	37	31	15	5	5	80	12	87	5	51	41	16
	3%	1%	2%	2%	2%	3%	2%	2%	3%	3%	3%	3%	2%	3%	4%	4%
MIXED/ MULTIPLE ETHIC GROUPS																
White and Black Caribbean	19	1	7	4	4	6	2	3	3	17	*	17	*	9	9	1
	1%	*%	*%	1%	*%	1%	*%	1%	2%	1%	*%	1%	*%	*%	1%	*%
White and Black African	17	-	3	-	3	2	1	*	-	16	1	16	1	16	2	5
	1%	-%	*%	-%	*%	*%	*%	*%	-%	1%	*%	1%	*%	1%	*%	1% b
White and Asian	18	2	6	2	6	6	1	2	1	14	2	14	2	11	4	5
	1%	1%	*%	*%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%	1%
Any other mixed/ multiple ethnic background	18	1	6	1	6	4	4	1	1	12	2	13	1	11	3	3
	1%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1%	1%	1%	1%	*%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3111	221	1768	443	1546	1166	823	282	161	2324	485	2491	318	1770	1039	451
Effective Weighted Sample	2593	162	1522	342	1331	966	703	210	139	1940	433	2083	283	1480	878	363
Total	3104	256	1804	468	1591	1174	886	221	165	2377	420	2520	276	1721	1075	431
ASIAN AND BRITISH ASIAN																
Indian	57	4	23	6	20	13	14	5	4	43	8	46	5	29	22	12
	2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Pakistani	51	5	16	6	14	11	10	4	3	43	2	44	1	30	15	9
	2%	2%	1%	1%	1%	1%	1%	2%	2%	2%	*%	2%	*%	2%	1%	2%
Bangladeshi	23	1	6	2	5	4	3	2	1	19	3	22	-	14	7	6
	1%	*%	*%	*%	*%	*%	*%	1%	1%	1%	1%	1%	-%	1%	1%	1%
Any other Asian background	37	8	15	14	9	14	9	2	1	33	3	34	2	22	15	7
	1%	3%	1%	3%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%
		b		b												
BLACK AND BLACK BRITISH																
Caribbean	23	1	8	3	6	6	4	3	2	18	1	18	1	12	7	7
	1%	*%	*%	1%	*%	*%	*%	2%	1%	1%	*%	1%	*%	1%	1%	2%
African	58	6	17	6	17	17	7	3	2	39	5	39	5	29	15	8
	2%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%
Any other black/ African/ Caribbean background	8	2	4	2	4	4	2	-	-	*	4	*	4	3	1	2
	*%	1%	*%	1%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	*%
											a		a			
OTHER ETHNIC GROUP	21	*	8	1	8	3	6	1	-	18	2	19	1	13	7	10
	1%	*%	*%	*%	*%	*%	1%	*%	-%	1%	*%	1%	*%	1%	1%	2%
																ab
Prefer not to say	17	4	8	5	7	9	3	1	1	8	3	8	3	8	3	1
	1%	2%	*%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3111	464	1939	723	1680	1378	1025	349	218	415	891	519	787
Effective Weighted Sample	2593	386	1660	607	1441	1162	874	278	187	353	767	439	682
Total	3104	363	1918	590	1690	1277	1004	272	198	415	1068	527	956
WHITE													
British	1673	193	1111	329	975	722	582	142	103	242	610	308	545
	54%	53%	58%	56%	58%	57%	58%	52%	52%	58%	57%	58%	57%
English	610	72	383	108	347	262	192	51	38	76	223	100	200
	20%	20%	20%	18%	21%	21%	19%	19%	19%	18%	21%	19%	21%
Scottish	206	11	143	25	129	81	74	21	17	20	77	26	70
	7%	3%	7%	4%	8%	6%	7%	8%	9%	5%	7%	5%	7%
			a		a								
Welsh	96	6	61	12	55	42	25	10	10	23	35	24	34
	3%	2%	3%	2%	3%	3%	2%	4%	5%	6%	3%	5%	4%
Irish	49	5	29	9	25	18	16	6	6	5	14	5	13
	2%	1%	1%	2%	1%	1%	2%	2%	3%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	6	-	-	-	-	-	-	-	-	1	-	1	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%
Any other white background	96	17	48	24	41	37	28	4	3	7	16	10	12
	3%	5%	2%	4%	2%	3%	3%	1%	1%	2%	2%	2%	1%
MIXED/ MULTIPLE ETHIC GROUPS													
White and Black Caribbean	19	2	8	6	4	5	5	3	3	1	7	4	4
	1%	1%	*%	1%	*%	*%	*%	1%	1%	*%	1%	1%	*%
White and Black African	17	2	3	2	3	5	1	1	-	-	3	-	3
	1%	1%	*%	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%
White and Asian	18	4	6	4	6	8	2	3	1	3	2	3	2
	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%
Any other mixed/ multiple ethnic background	18	3	8	3	8	6	5	1	1	1	3	1	3
	1%	1%	*%	1%	*%	*%	1%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3111	464	1939	723	1680	1378	1025	349	218	415	891	519	787
Effective Weighted Sample	2593	386	1660	607	1441	1162	874	278	187	353	767	439	682
Total	3104	363	1918	590	1690	1277	1004	272	198	415	1068	527	956
ASIAN AND BRITISH ASIAN													
Indian	57 2%	12 3% b	27 1%	18 3% b	21 1%	21 2%	18 2%	10 4%	4 2%	6 1%	18 2%	8 2%	16 2%
Pakistani	51 2%	11 3% b	20 1%	13 2%	18 1%	17 1%	14 1%	7 3%	5 3%	5 1%	15 1%	5 1%	15 2%
Bangladeshi	23 1%	4 1%	10 1%	8 1% b	5 *%	6 *%	7 1%	2 1%	2 1%	- -%	9 1%	3 1%	6 1%
Any other Asian background	37 1%	6 2%	17 1%	10 2%	13 1%	16 1%	6 1%	3 1%	3 1%	4 1%	7 1%	4 1%	7 1%
BLACK AND BLACK BRITISH													
Caribbean	23 1%	3 1%	8 *%	5 1%	6 *%	7 1%	4 *%	4 2%	3 2%	2 *%	5 *%	3 1%	4 *%
African	58 2%	6 2%	20 1%	7 1%	19 1%	13 1%	14 1%	2 1%	1 *%	12 3%	12 1%	12 2%	12 1%
Any other black/ African/ Caribbean background	8 *%	* *%	3 *%	* *%	3 *%	1 *%	2 *%	- -%	- -%	2 *%	1 *%	2 *%	1 *%
OTHER ETHNIC GROUP	21 1%	2 1%	9 *%	3 1%	8 *%	5 *%	6 1%	2 1%	- -%	3 1%	6 1%	3 1%	6 1%
Prefer not to say	17 1%	2 1%	5 *%	3 1%	4 *%	4 *%	3 *%	* *%	- -%	4 1%	4 *%	4 1%	4 *%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3111	614	692	157	72	217	508	42	30	1306	725	2377	734
Effective Weighted Sample	2593	512	603	117	60	194	431	35	28	1114	622	1980	612
Total	3104	678	805	137	77	181	464	33	24	1483	645	2363	740
WHITE													
British	1673	390	463	67	**	108	262	**	**	853	369	1308	365
	54%	57%	58%	48%	**	59%	56%	**	**	57%	57%	55% b	49%
English	610	144	156	25	**	41	94	**	**	300	135	409	202
	20%	21%	19%	18%	**	22%	20%	**	**	20%	21%	17%	27% a
Scottish	206	29	68	3	**	10	38	**	**	96	49	151	55
	7%	4%	8% ac	2%	**	6%	8%	**	**	6%	8%	6%	7%
Welsh	96	19	39	6	**	2	11	**	**	58	13	73	23
	3%	3%	5%	4%	**	1%	2%	**	**	4%	2%	3%	3%
Irish	49	6	13	2	**	5	11	**	**	19	15	31	18
	2%	1%	2%	1%	**	3%	2%	**	**	1%	2%	1%	2%
Gypsy, Traveller or Irish Traveller	6	1	-	1	**	-	-	**	**	1	-	4	2
	*%	*%	-%	1%	**	-%	-%	**	**	*%	-%	*%	*%
Any other white background	96	11	12	4	**	6	15	**	**	23	22	75	21
	3%	2%	1%	3%	**	3%	3%	**	**	2%	3% a	3%	3%
MIXED/ MULTIPLE ETHIC GROUPS													
White and Black Caribbean	19	6	2	2	**	-	1	**	**	8	1	14	4
	1%	1%	*%	1%	**	-%	*%	**	**	1%	*%	1%	1%
White and Black African	17	2	1	-	**	-	3	**	**	3	3	17	-
	1%	*%	*%	-%	**	-%	1%	**	**	*%	*%	1%	-%
White and Asian	18	3	3	3	**	*	1	**	**	5	1	16	2
	1%	*%	*%	2%	**	*%	*%	**	**	*%	*%	1%	*%
Any other mixed/ multiple ethnic background	18	2	1	-	**	-	3	**	**	4	3	16	2
	1%	*%	*%	-%	**	-%	1%	**	**	*%	1%	1%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3111	614	692	157	72	217	508	42	30	1306	725	2377	734
Effective Weighted Sample	2593	512	603	117	60	194	431	35	28	1114	622	1980	612
Total	3104	678	805	137	77	181	464	33	24	1483	645	2363	740
ASIAN AND BRITISH ASIAN													
Indian	57	13	10	5	**	*	6	**	**	24	6	47	10
	2%	2%	1%	4%	**	*%	1%	**	**	2%	1%	2%	1%
Pakistani	51	9	11	3	**	1	2	**	**	20	3	42	8
	2%	1%	1%	2%	**	1%	*%	**	**	1%	*%	2%	1%
Bangladeshi	23	4	5	2	**	2	-	**	**	9	2	18	5
	1%	1%	1%	1%	**	1%	-%	**	**	1%	*%	1%	1%
Any other Asian background	37	6	5	-	**	3	6	**	**	11	9	29	8
	1%	1%	1%	-%	**	2%	1%	**	**	1%	1%	1%	1%
BLACK AND BLACK BRITISH													
Caribbean	23	4	2	3	**	1	1	**	**	7	2	18	5
	1%	1%	*%	2%	**	1%	*%	**	**	*%	*%	1%	1%
African	58	15	9	6	**	-	5	**	**	23	5	55	3
	2%	2%	1%	4%	**	-%	1%	**	**	2%	1%	2%	*%
				b								b	
Any other black/ African/ Caribbean background	8	2	1	2	**	-	1	**	**	3	1	8	*
	*%	*%	*%	1%	**	-%	*%	**	**	*%	*%	*%	*%
OTHER ETHNIC GROUP	21	6	2	2	**	1	2	**	**	8	3	20	1
	1%	1%	*%	2%	**	*%	*%	**	**	1%	*%	1%	*%
Prefer not to say	17	6	3	3	**	1	1	**	**	8	2	11	6
	1%	1%	*%	2%	**	*%	*%	**	**	1%	*%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3111	874	515	164	464	1115	353	1140	1062	2555	552	148	941	1105	1061
Effective Weighted Sample	2593	819	486	153	394	898	286	932	910	2125	464	118	759	928	901
Total	3104	702	762	142	383	1136	342	1152	1055	2549	550	162	914	1106	1079
WHITE															
British	1673	424	438	83	206	533	136	642	608	1386	285	73	462	613	595
	54%	60%	57%	58%	54%	47%	40%	56%	58%	54%	52%	45%	51%	55%	55%
		e	e	e				a	af	a	a				
English	610	130	158	31	79	220	43	174	211	427	181	76	121	200	287
	20%	19%	21%	22%	21%	19%	12%	15%	20%	17%	33%	47%	13%	18%	27%
									ab		abcd	abcde		a	ab
Scottish	206	53	60	10	25	62	15	64	89	168	39	2	50	71	86
	7%	8%	8%	7%	6%	5%	4%	6%	8%	7%	7%	1%	5%	6%	8%
									abf		f				
Welsh	96	18	26	4	16	33	7	41	31	79	16	3	22	39	36
	3%	3%	3%	3%	4%	3%	2%	4%	3%	3%	3%	2%	2%	3%	3%
Irish	49	11	12	*	5	21	5	20	18	43	6	1	10	23	17
	2%	2%	2%	*%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%
Gypsy, Traveller or Irish Traveller	6	-	-	-	-	6	6	-	-	6	-	-	6	-	-
	*%	-%	-%	-%	-%	*%	2%	-%	-%	*%	-%	-%	1%	-%	-%
							bcde						b		
Any other white background	96	23	12	2	12	47	15	47	28	91	5	1	36	43	17
	3%	3%	2%	2%	3%	4%	4%	4%	3%	4%	1%	*%	4%	4%	2%
						b	e	e		e			c	c	
MIXED/ MULTIPLE ETHIC GROUPS															
White and Black Caribbean	19	1	5	-	2	11	6	8	5	19	-	-	10	6	3
	1%	*%	1%	-%	1%	1%	2%	1%	*%	1%	-%	-%	1%	1%	*%
							e								
White and Black African	17	-	2	1	-	14	7	9	1	17	-	-	14	3	-
	1%	-%	*%	1%	-%	1%	2%	1%	*%	1%	-%	-%	2%	*%	-%
						a	cde						bc		
White and Asian	18	3	1	1	1	12	7	8	3	17	1	-	9	7	3
	1%	*%	*%	1%	*%	1%	2%	1%	*%	1%	*%	-%	1%	1%	*%
							ce								

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3111	874	515	164	464	1115	353	1140	1062	2555	552	148	941	1105	1061
Effective Weighted Sample	2593	819	486	153	394	898	286	932	910	2125	464	118	759	928	901
Total	3104	702	762	142	383	1136	342	1152	1055	2549	550	162	914	1106	1079
Any other mixed/ multiple ethnic background	18	4	-	1	3	10	9	6	1	16	2	-	12	3	3
	1%	1%	-%	1%	1%	1%	3%	1%	1%	1%	1%	-%	1%	1%	1%
							bcde						bc		
ASIAN AND BRITISH ASIAN															
Indian	57	7	11	3	7	28	12	24	18	54	3	1	26	19	11
	2%	1%	1%	2%	2%	2%	3%	2%	2%	2%	1%	1%	3%	2%	1%
							e						c		
Pakistani	51	4	10	1	5	31	18	22	10	51	-	-	27	24	-
	2%	1%	1%	1%	1%	3%	5%	2%	1%	2%	-%	-%	3%	2%	-%
						a	bcdef	e		e			c	c	
Bangladeshi	23	1	4	-	6	13	7	12	5	23	-	-	12	10	1
	1%	1%	1%	-%	1%	1%	2%	1%	1%	1%	-%	-%	1%	1%	1%
					a		ce						c		
Any other Asian background	37	8	4	1	4	20	9	18	7	34	3	3	20	13	5
	1%	1%	1%	1%	1%	2%	3%	2%	1%	1%	1%	2%	2%	1%	1%
							ce						c		
BLACK AND BLACK BRITISH															
Caribbean	23	3	4	1	-	14	8	5	7	21	2	1	10	7	6
	1%	1%	1%	1%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
							bde								
African	58	6	8	2	5	38	22	30	5	57	1	-	43	12	3
	2%	1%	1%	1%	1%	3%	7%	3%	1%	2%	1%	-%	5%	1%	1%
						ab	bcdef	ce		ce			bc		
Any other black/ African/ Caribbean background	8	-	-	1	4	3	3	3	2	8	-	-	5	3	*
	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%
					a										
OTHER ETHNIC GROUP	21	2	4	1	1	12	4	10	4	19	2	-	13	6	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%
													c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3111	874	515	164	464	1115	353	1140	1062	2555	552	148	941	1105	1061
Effective Weighted Sample	2593	819	486	153	394	898	286	932	910	2125	464	118	759	928	901
Total	3104	702	762	142	383	1136	342	1152	1055	2549	550	162	914	1106	1079
Prefer not to say	17	3	1	-	4	9	4	9	1	14	4	-	7	6	4
	1%	*%	*%	-%	1%	1%	1%	1%	*%	1%	1%	-%	1%	1%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3111	1551	1531	904	885	503	788	2554	281	177	99	574	1238	1041	1115	1567
Effective Weighted Sample	2593	1286	1285	766	746	436	663	2122	237	152	82	466	1031	884	923	1311
Total	3104	1595	1482	825	873	662	715	2527	290	189	98	579	1267	1010	1099	1565
WHITE																
British	1673	822	836	453	470	339	400	1463	80	78	**	297	709	556	586	854
	54%	52%	56%	55%	54%	51%	56%	58%	28%	41%	**	51%	56%	55%	53%	55%
			a					bc		b						
English	610	375	235	138	152	157	156	582	8	13	**	94	287	170	230	308
	20%	24%	16%	17%	17%	24%	22%	23%	3%	7%	**	16%	23%	17%	21%	20%
		b				ab	a	bc					ac			
Scottish	206	101	103	47	64	47	48	28	175	1	**	30	76	78	68	117
	7%	6%	7%	6%	7%	7%	7%	1%	60%	1%	**	5%	6%	8%	6%	8%
									ac							
Welsh	96	52	43	25	30	18	23	16	-	80	**	14	43	31	32	54
	3%	3%	3%	3%	3%	3%	3%	1%	-%	42%	**	3%	3%	3%	3%	3%
										ab						
Irish	49	15	34	14	21	3	10	18	2	-	**	9	22	19	16	28
	2%	1%	2%	2%	2%	1%	1%	1%	1%	-%	**	1%	2%	2%	2%	2%
			a		c											
Gypsy, Traveller or Irish Traveller	6	6	-	1	-	-	3	6	-	-	**	1	-	2	2	-
	*%	*%	-%	*%	-%	-%	*%	*%	-%	-%	**	*%	-%	*%	*%	-%
Any other white background	96	42	54	29	34	25	7	85	6	3	**	12	40	37	29	55
	3%	3%	4%	4%	4%	4%	1%	3%	2%	1%	**	2%	3%	4%	3%	4%
				d	d	d										
MIXED/ MULTIPLE ETHIC GROUPS																
White and Black Caribbean	19	7	11	5	5	4	5	16	1	2	**	6	3	7	10	6
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	**	1%	*%	1%	1%	*%
White and Black African	17	8	9	4	8	3	2	12	6	-	**	4	6	3	6	10
	1%	1%	1%	1%	1%	*%	*%	*%	2%	-%	**	1%	*%	*%	1%	1%
									a							

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3111	1551	1531	904	885	503	788	2554	281	177	99	574	1238	1041	1115	1567
Effective Weighted Sample	2593	1286	1285	766	746	436	663	2122	237	152	82	466	1031	884	923	1311
Total	3104	1595	1482	825	873	662	715	2527	290	189	98	579	1267	1010	1099	1565
White and Asian	18	11	7	7	5	3	4	12	2	4	**	5	6	5	10	6
	1%	1%	*%	1%	1%	*%	1%	*%	1%	2%	**	1%	*%	1%	1%	*%
										a						
Any other mixed/ multiple ethnic background	18	5	12	5	6	3	4	16	2	-	**	7	5	6	7	6
	1%	*%	1%	1%	1%	*%	1%	1%	1%	-%	**	1%	*%	1%	1%	*%
ASIAN AND BRITISH ASIAN																
Indian	57	36	20	22	18	9	6	53	3	-	**	12	16	23	13	27
	2%	2%	1%	3%	2%	1%	1%	2%	1%	-%	**	2%	1%	2%	1%	2%
				d												
Pakistani	51	21	30	13	14	8	14	48	-	2	**	29	9	9	21	15
	2%	1%	2%	2%	2%	1%	2%	2%	-%	1%	**	5%	1%	1%	2%	1%
												bc				
Bangladeshi	23	13	9	8	5	5	6	23	-	-	**	7	6	9	5	12
	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	**	1%	*%	1%	*%	1%
Any other Asian background	37	21	16	12	12	5	8	36	*	1	**	9	7	21	9	21
	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	**	2%	1%	2%	1%	1%
														b		
BLACK AND BLACK BRITISH																
Caribbean	23	9	13	5	5	4	7	23	-	-	**	8	4	9	11	7
	1%	1%	1%	1%	1%	1%	1%	1%	-%	-%	**	1%	*%	1%	1%	*%
												b				
African	58	24	33	25	13	13	6	51	4	2	**	19	14	17	20	24
	2%	2%	2%	3%	1%	2%	1%	2%	1%	1%	**	3%	1%	2%	2%	2%
				d								b				
Any other black/ African/ Caribbean background	8	7	1	2	4	1	*	7	*	-	**	5	2	1	6	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	**	1%	*%	*%	1%	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3111	1551	1531	904	885	503	788	2554	281	177	99	574	1238	1041	1115	1567
Effective Weighted Sample	2593	1286	1285	766	746	436	663	2122	237	152	82	466	1031	884	923	1311
Total	3104	1595	1482	825	873	662	715	2527	290	189	98	579	1267	1010	1099	1565
OTHER ETHNIC GROUP	21	9	11	3	4	10	2	17	*	3	**	7	7	3	6	10
	1%	1%	1%	*%	*%	2%	*%	1%	*%	1%	**	1%	1%	*%	1%	1%
Prefer not to say	17	11	5	6	3	5	3	16	-	-	**	4	6	4	10	2
	1%	1%	*%	1%	*%	1%	*%	1%	-%	-%	**	1%	1%	*%	1%	*%
															b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
1	695 20%	86 28%	404 21%	135 25%	355 21%	246 19%	244 25% acd	37 15%	28 15%	528 20%	98 22%	565 21%	61 20%	351 19% c	275 23% ac	64 13%
2	1021 30%	81 26%	673 35% a	157 29%	597 35% a	435 34%	319 33%	73 29%	55 30%	776 30%	151 33%	825 30%	102 34%	553 30%	375 32%	134 27%
3	649 19%	54 17%	337 17%	98 18%	293 17%	233 18%	159 16%	58 23% b	48 26% b	487 19%	91 20%	519 19%	59 20%	376 20%	202 17%	102 21%
4	555 16%	34 11%	305 16%	67 12%	272 16%	197 16%	142 15%	40 16%	26 14%	441 17%	62 14%	458 17%	45 15%	319 17%	184 16%	92 19%
5+	320 9%	21 7%	148 8%	39 7%	130 8%	101 8%	68 7%	26 10%	18 10%	237 9%	35 8%	250 9%	22 7%	181 10%	91 8%	70 14% ab
Refused	181 5%	33 11% b	61 3%	49 9% b	44 3%	60 5%	33 3%	19 7% b	12 7%	124 5%	19 4%	131 5%	12 4%	87 5%	56 5%	32 6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
1	695	67	426	120	373	237	256	48	36	77	197	94	181
	20%	16%	21%	18%	21%	17%	24% ac	15%	17%	17%	17%	16%	18%
2	1021	121	700	206	615	469	352	95	67	134	377	181	330
	30%	29%	34%	31%	34%	34%	33%	30%	30%	29%	33%	31%	32%
3	649	84	374	127	332	267	192	67	44	96	225	117	203
	19%	21%	18%	19%	18%	19%	18%	21%	20%	21%	20%	20%	20%
4	555	69	333	112	291	232	170	53	35	74	212	97	190
	16%	17%	16%	17%	16%	17%	16%	17%	16%	16%	19%	17%	19%
5+	320	37	157	54	140	127	68	33	25	46	101	57	91
	9%	9%	8%	8%	8%	9% b	6%	11% b	11% b	10%	9%	10%	9%
Refused	181	33	62	45	49	58	36	21	13	30	31	32	29
	5%	8% b	3%	7% b	3%	4%	3%	7% b	6%	7% b	3%	6%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
1	695	105	169	24	**	45	177	**	**	274	222	378	317
	20%	14%	20%	16%	**	24%	36%	**	**	17%	33%	14%	39%
			a				a				a		a
2	1021	213	298	39	**	70	172	**	**	510	242	724	297
	30%	29%	35%	26%	**	37%	35%	**	**	32%	36%	28%	37%
													a
3	649	156	164	31	**	30	65	**	**	321	95	556	93
	19%	21%	19%	21%	**	16%	13%	**	**	20%	14%	21%	11%
										b		b	
4	555	149	137	29	**	27	47	**	**	286	74	513	42
	16%	20%	16%	20%	**	14%	10%	**	**	18%	11%	20%	5%
										b		b	
5+	320	81	66	20	**	8	14	**	**	148	23	293	27
	9%	11%	8%	13%	**	4%	3%	**	**	9%	3%	11%	3%
										b		b	
Refused	181	36	25	6	**	6	13	**	**	61	19	145	36
	5%	5%	3%	4%	**	3%	3%	**	**	4%	3%	6%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
1	695 20%	170 23%	153 19%	24 16%	87 21%	262 20%	27 7%	190 15%	276 25%	494 17%	201 35%	84 48%	124 12%	207 17%	364 32%
								a	abd	a	abcd	abcde		a	ab
2	1021 30%	276 37%	266 33%	61 40%	122 29%	307 23%	72 18%	278 21%	367 33%	717 25%	303 52%	75 43%	221 21%	267 22%	532 47%
		de	e	de					abd	ab	abcd	abd			ab
3	649 19%	127 17%	150 18%	30 20%	86 20%	263 20%	96 23%	283 22%	208 19%	588 21%	58 10%	13 7%	249 24%	248 20%	149 13%
							ef	ef	ef	ef			c	c	
4	555 16%	103 14%	147 18%	24 16%	71 17%	211 16%	89 22%	299 23%	162 14%	550 19%	5 1%	- -	216 20%	291 24%	48 4%
							cef	cdef	ef	cef			c	c	
5+	320 9%	52 7%	75 9%	8 5%	36 8%	151 12%	77 19%	176 14%	62 6%	315 11%	3 1%	2 1%	161 15%	143 12%	13 1%
						a	bcdef	cef	e	cef			c	c	
Refused	181 5%	22 3%	22 3%	3 2%	19 5%	115 9%	50 12%	72 6%	42 4%	163 6%	11 2%	3 2%	84 8%	63 5%	27 2%
						abcd	bcdef	e		ce			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
1	695	413	280	149	176	106	256	562	84	33	15	143	270	227	277	309
	20%	23%	17%	16%	19%	15%	33%	20%	26%	16%	15%	23%	20%	20%	24%	19%
		b					abc								b	
2	1021	546	467	286	305	205	218	828	95	64	33	60	475	388	316	547
	30%	31%	29%	31%	32%	29%	28%	30%	29%	32%	32%	10%	36%	34%	28%	34%
													a	a		a
3	649	324	318	177	201	149	118	530	53	49	17	69	385	168	214	299
	19%	18%	20%	19%	21%	21%	15%	19%	16%	24%	17%	11%	29%	15%	19%	19%
					d	d							ac			
4	555	260	285	171	150	139	89	451	53	28	23	160	183	187	165	290
	16%	15%	18%	18%	16%	20%	11%	16%	16%	14%	22%	25%	14%	17%	14%	18%
				d	d	d						bc				a
5+	320	144	169	91	79	80	64	265	22	18	14	186	20	94	120	129
	9%	8%	11%	10%	8%	11%	8%	10%	7%	9%	14%	29%	2%	8%	10%	8%
												bc		b		
Refused	181	91	82	57	39	33	40	150	20	11	*	12	-	65	54	28
	5%	5%	5%	6%	4%	5%	5%	5%	6%	5%	*%	2%	-%	6%	5%	2%
												b		ab	b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
None	2023	188	1251	323	1116	791	648	136	110	1548	288	1648	188	1082	754	238
	59%	61%	65%	59%	66%	62%	67%	54%	58%	60%	63%	60%	62%	58%	64%	48%
					a	c	c							c	ac	
1	554	52	273	93	232	192	133	42	29	407	76	432	52	326	157	103
	16%	17%	14%	17%	14%	15%	14%	17%	15%	16%	17%	16%	17%	17%	13%	21%
														b		b
2	446	30	235	54	211	161	105	42	27	350	54	364	40	264	141	83
	13%	10%	12%	10%	12%	13%	11%	17%	14%	14%	12%	13%	13%	14%	12%	17%
								b								b
3	125	5	55	12	48	37	23	9	5	96	14	100	10	76	34	26
	4%	2%	3%	2%	3%	3%	2%	4%	3%	4%	3%	4%	3%	4%	3%	5%
4	55	4	33	5	31	20	16	8	8	40	5	43	1	27	18	12
	2%	1%	2%	1%	2%	2%	2%	3%	4%	2%	1%	2%	*%	1%	1%	2%
5+	19	4	7	8	3	8	3	-	-	13	-	13	-	4	8	2
	1%	1%	*%	1%	*%	1%	*%	-%	-%	*%	-%	*%	-%	*%	1%	*%
				b												
Refused	197	28	73	49	52	64	36	15	10	140	19	147	12	89	71	30
	6%	9%	4%	9%	3%	5%	4%	6%	5%	5%	4%	5%	4%	5%	6%	6%
		b		b												

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
None	2023	220	1312	369	1163	825	706	170	125	261	685	333	614
	59%	53%	64%	56%	65%	59%	66%	54%	57%	57%	60%	58%	60%
			a		a		ac						
1	554	76	301	114	263	215	161	53	35	81	186	103	164
	16%	18%	15%	17%	15%	16%	15%	17%	16%	18%	16%	18%	16%
2	446	56	260	89	228	200	117	52	31	68	160	83	144
	13%	14%	13%	13%	13%	14%	11%	17%	14%	15%	14%	14%	14%
						b		b					
3	125	16	63	24	55	51	28	8	6	15	40	17	39
	4%	4%	3%	4%	3%	4%	3%	3%	3%	3%	4%	3%	4%
4	55	10	32	12	31	28	15	7	7	6	28	8	25
	2%	3%	2%	2%	2%	2%	1%	2%	3%	1%	2%	1%	2%
5+	19	1	8	3	6	6	3	1	-	2	4	2	4
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Refused	197	32	75	52	55	65	43	24	14	24	40	31	33
	6%	8%	4%	8%	3%	5%	4%	8%	7%	5%	4%	5%	3%
		b		b				b					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
None	2023	391	556	77	**	132	378	**	**	946	510	1339	685
	59%	53%	65%	51%	**	71%	77%	**	**	59%	76%	51%	84%
			ac								a		a
1	554	135	132	22	**	22	55	**	**	267	76	505	49
	16%	18%	15%	14%	**	12%	11%	**	**	17%	11%	19%	6%
										b		b	
2	446	131	96	35	**	16	37	**	**	227	53	422	24
	13%	18%	11%	23%	**	9%	8%	**	**	14%	8%	16%	3%
		b		b						b		b	
3	125	30	26	4	**	9	5	**	**	56	14	117	8
	4%	4%	3%	3%	**	5%	1%	**	**	3%	2%	4%	1%
						b						b	
4	55	18	15	6	**	-	1	**	**	33	1	50	5
	2%	2%	2%	4%	**	-%	*%	**	**	2%	*%	2%	1%
										b		b	
5+	19	3	3	1	**	1	-	**	**	6	1	14	5
	1%	*%	*%	1%	**	*%	-%	**	**	*%	*%	1%	1%
Refused	197	33	32	5	**	7	13	**	**	65	20	162	35
	6%	4%	4%	4%	**	4%	3%	**	**	4%	3%	6%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
None	2023	504	507	91	251	685	165	503	790	1459	563	171	450	531	1041
	59%	67%	62%	60%	60%	52%	40%	39%	71%	52%	97%	97%	43%	43%	92%
		de	e		e				abd	ab	abcd	abcd			ab
1	554	103	114	34	66	241	91	282	174	546	6	2	229	272	51
	16%	14%	14%	23%	16%	18%	22%	22%	16%	19%	1%	1%	22%	22%	5%
				ab		a	cef	cef	ef	cef			c	c	
2	446	86	106	17	64	173	57	294	91	443	3	1	186	243	16
	13%	12%	13%	11%	15%	13%	14%	23%	8%	16%	1%	*%	18%	20%	1%
							cef	acdef	ef	cef			c	c	
3	125	19	28	4	16	58	25	85	14	124	-	-	64	59	1
	4%	3%	3%	2%	4%	4%	6%	7%	1%	4%	-%	-%	6%	5%	*%
							cef	cdef	e	cef			c	c	
4	55	6	23	1	6	21	8	41	6	55	-	-	20	35	-
	2%	1%	3%	1%	1%	2%	2%	3%	1%	2%	-%	-%	2%	3%	-%
			a				ce	ce		ce			c	c	
5+	19	4	4	-	1	11	10	6	2	18	-	-	10	8	-
	1%	*%	*%	-%	*%	1%	3%	*%	*%	1%	-%	-%	1%	1%	-%
							bcde						c	c	
Refused	197	26	31	4	18	120	54	88	39	181	9	2	95	72	23
	6%	3%	4%	3%	4%	9%	13%	7%	4%	6%	2%	1%	9%	6%	2%
						abcd	bcdef	cef		cef			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
None	2023	1131	878	506	573	381	546	1630	213	126	55	264	881	723	674	1026
	59%	64% b	55%	54%	60% a	54%	70% abc	58%	65%	62%	53%	42%	66% a	64% a	59%	64% a
1	554	266	284	155	158	138	97	455	41	36	22	70	312	149	215	238
	16%	15%	18%	17% d	17%	19% d	12%	16%	13%	18%	22%	11%	23% ac	13%	19% b	15%
2	446	190	245	149	124	101	69	363	48	16	19	163	129	130	138	221
	13%	11%	15% a	16% d	13% d	14% d	9%	13%	15%	8%	18% c	26% bc	10%	12%	12%	14%
3	125	50	74	40	32	28	23	106	8	9	2	67	12	38	44	57
	4%	3%	5% a	4%	3%	4%	3%	4%	3%	4%	2%	11% bc	1%	3% b	4%	4%
4	55	27	28	11	15	18	10	47	2	4	2	40	-	13	19	23
	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	6% bc	-%	1% b	2%	1%
5+	19	9	9	6	7	3	3	14	2	-	3	13	-	6	5	3
	1%	*%	1%	1%	1%	*%	*%	*%	1%	-%	3% a	2% bc	-%	1% b	*%	*%
Refused	197	106	82	63	41	44	38	171	13	13	*	14	-	70	52	34
	6%	6%	5%	7%	4%	6%	5%	6%	4%	6%	*%	2% b	-%	6% ab	4% b	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
I have no formal qualifications (and I am not still studying)	212 6%	31 10% b	100 5%	42 8%	88 5%	62 5%	68 7%	14 6%	9 5%	159 6%	21 5%	166 6%	14 5%	95 5%	85 7%	31 6%
Entry level qualification such as ESOL, ELC or Skills for Life	48 1%	5 2%	12 1%	6 1%	10 1%	11 1%	5 1%	2 1%	- -%	36 1%	2 *%	36 1%	2 1%	29 2%	9 1%	8 2%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	250 7%	18 6%	128 7%	31 6%	115 7%	78 6%	68 7%	18 7%	9 5%	197 8%	27 6%	201 7%	23 8%	129 7%	94 8%	39 8%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	592 17%	46 15%	351 18%	87 16%	310 18%	220 17%	178 18%	37 15%	32 17%	464 18%	68 15%	486 18%	46 15%	306 16%	226 19%	88 18%
Level 1-2 vocational qualification or intermediate apprenticeship	141 4%	10 3%	80 4%	19 4%	70 4%	51 4%	38 4%	15 6%	13 7%	101 4%	23 5%	106 4%	18 6%	82 4%	41 3%	28 6%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	338 10%	23 7%	193 10%	46 8%	170 10%	128 10%	87 9%	31 12%	26 14%	260 10%	45 10%	279 10%	27 9%	211 11% b	95 8%	53 11%
Level 3 vocational qualification or advanced apprenticeship	161 5%	18 6%	86 4%	24 4%	80 5%	62 5%	42 4%	17 7%	15 8%	127 5%	21 5%	133 5%	15 5%	84 4%	65 5%	22 4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	248 7%	18 6%	168 9%	42 8%	143 8%	113 9%	73 8%	19 8%	18 10%	188 7%	33 7%	200 7%	20 7%	127 7%	93 8%	23 5%
Level 4-5 vocational qualification or higher apprenticeship	106 3%	11 3%	66 3%	21 4%	55 3%	49 4%	27 3%	6 2%	4 2%	79 3%	19 4%	86 3%	12 4%	64 3%	34 3%	10 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	657 19%	44 14%	425 22% a	92 17%	377 22%	256 20%	213 22%	41 16%	29 16%	500 19%	102 22%	537 20%	66 22%	385 21%	217 18%	82 17%
Level 6 vocational qualification or degree apprenticeship	51 1%	11 3% b	25 1%	15 3%	20 1%	19 2%	16 2%	4 2%	3 1%	33 1%	12 3%	37 1%	8 3%	26 1%	19 2%	9 2%
University higher degree (e.g. Masters, PhD or equivalent)	383 11%	45 14%	201 10%	73 13%	172 10%	151 12%	94 10%	36 14%	22 12%	286 11%	60 13%	309 11%	37 12%	241 13% b	105 9%	68 14% b
Still studying/ still at school	32 1%	2 1%	8 *% b	6 1% b	4 *% b	5 *% b	5 1% b	1 1% b	1 1% b	28 1% b	2 *% b	28 1% b	1 *% b	17 1% b	12 1% b	11 2% b
Prefer not to say	132 4%	17 6%	56 3%	25 5%	49 3%	47 4%	27 3%	9 4%	5 3%	92 4%	14 3%	96 4%	10 3%	57 3%	49 4%	19 4%
Don't know	70 2%	12 4%	31 2%	15 3%	28 2%	21 2%	21 2%	2 1%	1 *% ac	45 2%	7 2%	48 2%	4 1% ac	15 1% ac	37 3% ac	3 1% ac

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
I have no formal qualifications (and I am not still studying)	212	32	105	44	93	62	75	13	8	24	62	30	56
	6%	8%	5%	7%	5%	4%	7%	4%	4%	5%	5%	5%	6%
							a						
Entry level qualification such as ESOL, ELC or Skills for Life	48	6	13	7	11	14	5	5	3	7	6	7	6
	1%	1%	1%	1%	1%	1%	5%	2%	1%	2%	1%	1%	1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	250	34	139	49	124	80	93	26	18	30	90	40	80
	7%	8%	7%	7%	7%	6%	9%	8%	8%	7%	8%	7%	8%
							a						
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	592	59	372	99	331	227	204	38	28	78	222	101	200
	17%	14%	18%	15%	18%	16%	19%	12%	13%	17%	19%	17%	20%
							c						
Level 1-2 vocational qualification or intermediate apprenticeship	141	14	87	22	79	63	38	22	14	14	51	17	48
	4%	3%	4%	3%	4%	5%	4%	7%	7%	3%	4%	3%	5%
								b					
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	338	37	211	66	183	137	112	39	29	51	117	62	106
	10%	9%	10%	10%	10%	10%	10%	12%	13%	11%	10%	11%	10%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	FIXED BROADBAND - SIMPLE												FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	STAND-ALONE	REGARD BUNDLE							
		a	b	a	b					a	b	a	b			a	b					
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b									
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845									
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731									
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024									
Level 3 vocational qualification or advanced apprenticeship	161 5%	26 6%	90 4%	33 5%	83 5%	75 5%	41 4%	20 6%	16 7%	26 6%	54 5%	31 5%	50 5%									
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	248 7%	36 9%	175 9%	63 10%	147 8%	120 9%	91 8%	21 7%	19 9%	34 7%	98 9%	52 9%	80 8%									
Level 4-5 vocational qualification or higher apprenticeship	106 3%	10 2%	69 3%	18 3%	61 3%	48 3%	31 3%	10 3%	7 3%	17 4%	40 3%	19 3%	37 4%									
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	657 19%	78 19%	442 22%	131 20%	389 22%	313 22%	207 19%	60 19%	42 19%	87 19%	224 20%	110 19%	201 20%									
Level 6 vocational qualification or degree apprenticeship	51 1%	6 1%	30 1%	13 2%	23 1%	20 1%	16 1%	7 2%	5 2%	7 1%	18 2%	10 2%	15 1%									
University higher degree (e.g. Masters, PhD or equivalent)	383 11%	52 13%	223 11%	84 13%	192 11%	169 12%	106 10%	43 14%	22 10%	57 12%	107 9%	64 11%	100 10%									
Still studying/ still at school	32 1%	5 1%	7 *0%	7 1%	5 *0%	5 *0%	7 1%	1 *0%	1 1%	1 *0%	7 1%	3 *0%	5 1%									
Prefer not to say	132 4%	10 2%	62 3%	20 3%	53 3%	40 3%	33 3%	8 3%	5 2%	17 4%	31 3%	21 4%	27 3%									
Don't know	70 2%	5 1%	28 1%	7 1%	26 1%	17 1%	16 2%	3 1%	2 1%	7 2%	16 1%	10 2%	13 1%									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
I have no formal qualifications (and I am not still studying)	212 6%	28 4%	58 7%	9 6%	** **	11 6%	27 5%	** **	** **	86 5%	38 6%	121 5%	91 11% a
Entry level qualification such as ESOL, ELC or Skills for Life	48 1%	9 1%	5 1%	2 2%	** **	* *%	3 1%	** **	** **	14 1%	3 *%	44 2% b	4 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	250 7%	57 8%	63 7%	9 6%	** **	7 4%	24 5%	** **	** **	120 8% b	31 5%	196 8%	54 7%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	592 17%	122 16%	178 21%	20 13%	** **	28 15%	80 16%	** **	** **	300 19%	109 16%	435 17%	157 19%
Level 1-2 vocational qualification or intermediate apprenticeship	141 4%	39 5%	27 3%	11 7%	** **	5 3%	18 4%	** **	** **	65 4%	23 3%	116 4%	25 3%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	338 10%	75 10%	93 11%	23 15%	** **	20 11%	40 8%	** **	** **	168 10%	60 9%	271 10%	66 8%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Level 3 vocational qualification or advanced apprenticeship	161 5%	39 5%	41 5%	7 5%	** **	7 4%	25 5%	** **	** **	80 5%	32 5%	133 5%	28 3%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	248 7%	58 8%	74 9%	7 5%	** **	19 10%	42 9%	** **	** **	132 8%	61 9%	192 7%	56 7%
Level 4-5 vocational qualification or higher apprenticeship	106 3%	28 4%	28 3%	6 4%	** **	8 4%	16 3%	** **	** **	56 4%	23 3%	86 3%	20 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	657 19%	147 20%	164 19%	24 16%	** **	48 26%	122 25%	** **	** **	311 19%	170 25% a	507 19%	149 18%
Level 6 vocational qualification or degree apprenticeship	51 1%	14 2%	11 1%	3 2%	** **	1 *%	6 1%	** **	** **	25 2%	7 1%	35 1%	15 2%
University higher degree (e.g. Masters, PhD or equivalent)	383 11%	89 12%	75 9%	20 13%	** **	23 12%	60 12%	** **	** **	164 10%	83 12%	329 13% b	55 7%
Still studying/ still at school	32 1%	4 *%	5 1%	2 1%	** **	1 *%	2 *%	** **	** **	8 1%	3 *%	32 1% b	- -%
Prefer not to say	132 4%	25 3%	23 3%	4 3%	** **	5 3%	13 3%	** **	** **	48 3%	19 3%	84 3%	49 6% a
Don't know	70 2%	7 1%	16 2%	2 1%	** **	3 2%	10 2%	** **	** **	23 1%	14 2%	27 1%	43 5% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
I have no formal qualifications (and I am not still studying)	212 6%	36 5%	48 6%	7 4%	18 4%	106 8% ad	20 5%	56 4%	62 6%	137 5%	74 13% abcd	32 18% abcd	45 4%	55 5%	111 10% ab
Entry level qualification such as ESOL, ELC or Skills for Life	48 1%	6 1%	5 1%	2 1%	1 *%	36 3% abd	10 2% ce	30 2% ce	5 *%	44 2% c	2 *%	1 *%	29 3% c	16 1% c	2 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	250 7%	42 6%	68 8%	10 7%	24 6%	107 8%	24 6%	86 7%	118 11% abef	228 8% e	22 4%	7 4%	61 6%	107 9% a	82 7%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	592 17%	128 17%	164 20% d	31 20%	59 14%	214 16%	87 21% b	158 12%	238 21% bd	483 17% b	107 18% b	29 16%	167 16%	191 16%	233 21% ab
Level 1-2 vocational qualification or intermediate apprenticeship	141 4%	28 4%	31 4%	8 5%	24 6%	50 4%	7 2%	72 6% a	44 4%	123 4% a	18 3%	4 2%	40 4%	54 4%	47 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	338 10%	71 10%	84 10%	16 10%	43 10%	124 9%	75 18% bcdef	126 10% ef	101 9% f	303 11% ef	35 6%	4 3%	137 13% c	118 10%	82 7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Level 3 vocational qualification or advanced apprenticeship	161	29	38	8	18	68	20	74	50	144	16	4	55	71	35
	5%	4%	5%	6%	4%	5%	5%	6% e	4%	5%	3%	2%	5%	6% c	3%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	248	63	78	11	28	70	21	93	78	192	55	19	68	95	85
	7%	8% e	10% e	7%	7%	5%	5%	7%	7%	7%	10% a	11%	6%	8%	8%
Level 4-5 vocational qualification or higher apprenticeship	106	22	28	5	18	35	8	38	42	88	18	4	23	41	42
	3%	3%	3%	3%	4%	3%	2%	3%	4%	3%	3%	2%	2%	3%	4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	657	192	149	33	91	196	46	286	218	550	105	27	197	234	223
	19%	26% be	18%	22%	21% e	15%	11%	22% a	20% a	19% a	18% a	15%	19%	19%	20%
Level 6 vocational qualification or degree apprenticeship	51	6	11	3	12	19	3	20	16	39	12	6	10	22	19
	1%	1%	1%	2%	3% a	1%	1%	2%	1%	1%	2%	3%	1%	2%	2%
University higher degree (e.g. Masters, PhD or equivalent)	383	88	72	12	61	153	19	209	102	330	52	10	125	164	93
	11%	12%	9%	8%	14% b	12%	5%	16% acdef	9% a	12% a	9% a	6%	12% c	13% c	8%
Still studying/ still at school	32	-	6	1	1	24	27	5	1	32	-	-	30	1	1
	1%	-%	1% a	1%	*% ad	2% ad	7% bcdef	*% a	*% a	1% ce	-%	-%	3% bc	*% c	*% c
Prefer not to say	132	24	21	3	16	69	30	32	34	96	33	9	48	37	44
	4%	3%	3%	2%	4%	5%	7% bcd	2%	3%	3%	6% bcd	5%	5%	3%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Don't know	70	14	11	1	10	37	15	14	10	39	31	20	21	14	35
	2%	2%	1%	1%	2%	3%	4%	1%	1%	1%	5%	11%	2%	1%	3%
							bcd				bcd	abcde			b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
I have no formal qualifications (and I am not still studying)	212 6%	116 7%	94 6%	29 3%	22 2%	58 8% ab	98 12% ab	173 6%	20 6%	12 6%	8 7%	63 10% bc	83 6% c	33 3%	99 9% b	63 4%
Entry level qualification such as ESOL, ELC or Skills for Life	48 1%	29 2%	18 1%	11 1%	7 1%	10 1%	20 3% b	38 1%	7 2%	3 2%	- -%	17 3% c	16 1%	5 *%	26 2% b	9 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	250 7%	132 7%	116 7%	32 3%	42 4%	65 9% ab	108 14% abc	201 7%	27 8%	15 7%	7 7%	78 12% c	117 9% c	42 4%	97 8% b	88 6%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	592 17%	262 15%	318 20% a	80 9%	156 16% a	155 22% a	196 25% ab	493 18%	43 13%	38 19%	17 16%	137 22% c	278 21% c	138 12%	229 20%	259 16%
Level 1-2 vocational qualification or intermediate apprenticeship	141 4%	78 4%	63 4%	19 2%	23 2%	56 8% ab	43 5% ab	117 4%	12 4%	10 5%	2 2%	39 6% c	71 5% c	21 2%	54 5%	69 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	338 10%	171 10%	163 10%	76 8%	129 14% ad	76 11%	54 7%	256 9%	41 12%	28 14%	13 13%	56 9%	143 11%	115 10%	98 9%	178 11%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Level 3 vocational qualification or advanced apprenticeship	161	80	80	22	36	63	39	135	12	10	4	41	83	32	63	77
	5%	5%	5%	2%	4%	9% abd	5% a	5%	4%	5%	4%	7% c	6% c	3%	6%	5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	248	129	116	66	69	64	49	193	34	14	7	30	114	82	78	132
	7%	7%	7%	7%	7%	9%	6%	7%	10%	7%	7%	5%	9% a	7%	7%	8%
Level 4-5 vocational qualification or higher apprenticeship	106	55	51	29	29	34	13	94	6	3	3	26	40	31	40	44
	3%	3%	3%	3%	3%	5% d	2%	3%	2%	2%	2%	4%	3%	3%	3%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	657	340	309	261	252	67	71	538	61	37	21	81	237	298	169	406
	19%	19%	19%	28% cd	26% cd	9%	9%	19%	19%	18%	20%	13%	18% a	26% ab	15%	25% a
Level 6 vocational qualification or degree apprenticeship	51	24	24	28	11	5	7	49	1	-	1	6	20	18	10	26
	1%	1%	1%	3% bcd	1%	1%	1%	2%	*%	-%	1%	1%	1%	2%	1%	2%
University higher degree (e.g. Masters, PhD or equivalent)	383	235	145	237	116	11	19	308	39	18	18	36	100	212	106	209
	11%	13% b	9%	25% bcd	12% cd	1%	2%	11%	12%	9%	17%	6%	7%	19% ab	9%	13% a
Still studying/ still at school	32	15	16	7	16	5	3	27	3	2	-	7	5	15	21	7
	1%	1%	1%	1%	2% d	1%	*%	1%	1%	1%	-%	1%	*%	1%	2% b	*%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Prefer not to say	132	78	51	30	31	25	39	102	16	10	4	7	11	54	28	23
	4%	4%	3%	3%	3%	3%	5%	4%	5%	5%	4%	1%	1%	5%	2%	1%
														ab		
Don't know	70	33	38	6	10	21	28	62	6	2	-	9	18	32	28	12
	2%	2%	2%	1%	1%	3%	4%	2%	2%	1%	-%	1%	1%	3%	2%	1%
						ab	ab								b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Up to £199 per week/ Up to £10,399 per year	318	46	127	59	115	87	87	15	8	236	36	249	23	161	111	51
	9%	15% b	7%	11% b	7%	7%	9%	6%	4%	9%	8%	9%	8%	9%	9%	10%
From £200 to £299 per week/ From £10,400 to £15,599 per year	348	27	191	50	169	128	91	26	19	271	40	281	30	204	107	56
	10%	9%	10%	9%	10%	10%	9%	10%	10%	10%	9%	10%	10%	11%	9%	11%
From £300 to £499 per week/ From £15,600 to £25,999 per year	639	53	360	89	324	236	177	51	38	478	95	506	67	325	248	90
	19%	17%	19%	16%	19%	19%	18%	20%	20%	18%	21%	18%	22%	17%	21%	18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	564	50	348	93	305	224	174	49	42	430	75	459	46	313	192	73
	16%	16%	18%	17%	18%	18%	18%	20%	22%	17%	16%	17%	15%	17%	16%	15%
From £700 to £999 per week/ From £36,400 to £51,999 per year	515	31	329	72	288	211	148	31	25	391	83	417	57	311	163	86
	15%	10%	17% a	13%	17%	17%	15%	12%	13%	15%	18%	15%	19%	17%	14%	17%
£1,000 and above per week/ £52,000 and above per year	519	41	350	85	306	242	150	50	34	411	75	434	52	314	171	69
	15%	13%	18%	16%	18%	19%	16%	20%	18%	16%	16%	16%	17%	17%	14%	14%
Don't know	278	31	90	49	72	68	53	18	14	208	21	218	10	123	105	34
	8%	10% b	5%	9% b	4%	5%	6%	7%	8%	8% b	5%	8% b	3%	7%	9%	7%
Refused	238	29	132	48	114	78	84	11	8	170	32	184	18	117	85	36
	7%	10%	7%	9%	7%	6%	9%	4%	4%	7%	7%	7%	6%	6%	7%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Up to £199 per week/ Up to £10,399 per year	318	47	135	63	119	75	107	19	15	26	66	33	60
	9%	11%	7%	9%	7%	5%	10%	6%	7%	6%	6%	6%	6%
		b					a						
From £200 to £299 per week/ From £10,400 to £15,599 per year	348	45	200	70	175	139	106	35	20	48	106	52	102
	10%	11%	10%	11%	10%	10%	10%	11%	9%	11%	9%	9%	10%
From £300 to £499 per week/ From £15,600 to £25,999 per year	639	75	389	113	352	257	208	64	39	75	216	98	193
	19%	18%	19%	17%	20%	19%	19%	20%	18%	16%	19%	17%	19%
From £500 to £699 per week/ From £26,000 to £36,399 per year	564	57	371	102	325	241	187	65	52	79	220	113	186
	16%	14%	18%	15%	18%	17%	17%	20%	24%	17%	19%	20%	18%
From £700 to £999 per week/ From £36,400 to £51,999 per year	515	66	350	107	308	260	156	45	32	67	208	84	192
	15%	16%	17%	16%	17%	19%	15%	14%	15%	15%	18%	14%	19%
						b							
£1,000 and above per week/ £52,000 and above per year	519	67	372	118	321	277	162	60	42	97	199	119	178
	15%	16%	18%	18%	18%	20%	15%	19%	19%	21%	17%	21%	17%
						b							
Don't know	278	27	96	42	82	62	62	16	12	21	54	28	47
	8%	7%	5%	6%	5%	4%	6%	5%	5%	5%	5%	5%	5%
Refused	238	27	138	48	118	79	87	11	7	43	74	52	66
	7%	7%	7%	7%	7%	6%	8%	4%	3%	9%	7%	9%	6%
							cd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Up to £199 per week/ Up to £10,399 per year	318	32	60	10	**	18	66	**	**	93	84	189	129
	9%	4%	7%	7%	**	10%	14%	**	**	6%	12% a	7%	16% a
From £200 to £299 per week/ From £10,400 to £15,599 per year	348	71	83	16	**	21	48	**	**	154	69	259	90
	10%	10%	10%	11%	**	11%	10%	**	**	10%	10%	10%	11%
From £300 to £499 per week/ From £15,600 to £25,999 per year	639	134	156	29	**	36	85	**	**	291	122	482	157
	19%	18%	18%	19%	**	20%	17%	**	**	18%	18%	18%	19%
From £500 to £699 per week/ From £26,000 to £36,399 per year	564	141	158	31	**	33	74	**	**	299	107	448	116
	16%	19%	18%	21%	**	18%	15%	**	**	19%	16%	17%	14%
From £700 to £999 per week/ From £36,400 to £51,999 per year	515	149	127	24	**	25	74	**	**	275	99	426	88
	15%	20% b	15%	16%	**	13%	15%	**	**	17%	15%	16% b	11%
£1,000 and above per week/ £52,000 and above per year	519	132	165	27	**	35	70	**	**	297	105	457	62
	15%	18%	19%	18%	**	19%	14%	**	**	19%	16%	18% b	8%
Don't know	278	34	41	9	**	9	24	**	**	75	33	207	71
	8%	5%	5%	6%	**	5%	5%	**	**	5%	5%	8%	9%
Refused	238	47	70	4	**	9	47	**	**	117	56	140	98
	7%	6%	8%	3%	**	5%	10%	**	**	7%	8%	5%	12% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Up to £199 per week/ Up to £10,399 per year	318 9%	49 7%	45 5%	8 6%	39 9%	177 13% abc	56 14% bde	96 7%	117 11% b	270 10%	48 8%	18 10%	100 9%	101 8%	117 10%
From £200 to £299 per week/ From £10,400 to £15,599 per year	348 10%	79 11%	77 9%	15 10%	36 8%	142 11%	38 9%	130 10%	108 10%	276 10%	72 12%	30 17% abcd	115 11% b	92 8%	141 12% b
From £300 to £499 per week/ From £15,600 to £25,999 per year	639 19%	138 18%	152 19%	29 19%	84 20%	240 18%	81 20%	239 18%	196 18%	516 18%	124 21%	33 19%	194 18%	219 18%	226 20%
From £500 to £699 per week/ From £26,000 to £36,399 per year	564 16%	129 17%	158 19% e	24 16%	78 19%	180 14%	43 10%	248 19% a	179 16% a	470 17% a	92 16%	20 11%	168 16%	215 18%	180 16%
From £700 to £999 per week/ From £36,400 to £51,999 per year	515 15%	106 14%	153 19% e	30 20% e	70 17%	158 12%	33 8%	204 16% af	194 17% af	431 15% a	84 14% a	14 8%	135 13%	193 16%	186 16%
£1,000 and above per week/ £52,000 and above per year	519 15%	152 20% e	145 18% e	25 17%	63 15% e	138 11%	25 6%	237 18% aef	201 18% aef	464 16% aef	53 9%	13 7%	128 12%	265 22% ac	124 11%
Don't know	278 8%	38 5%	37 5%	7 5%	19 4%	181 14% abcd	112 27% bcdef	89 7% c	42 4%	243 9% c	33 6%	15 9% c	170 16% bc	60 5%	46 4%
Refused	238 7%	58 8%	46 6%	12 8%	32 8%	94 7%	21 5%	55 4%	81 7% b	157 6%	76 13% abcd	34 19% abcd	44 4%	74 6%	115 10% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Up to £199 per week/ Up to £10,399 per year	318	141	176	23	60	42	190	255	30	24	8	318	-	-	170	86
	9%	8%	11%	2%	6%	6%	24%	9%	9%	12%	8%	50%	-%	-%	15%	5%
			a		a	a	abc					bc			b	
From £200 to £299 per week/ From £10,400 to £15,599 per year	348	178	166	45	68	81	153	283	31	26	9	84	249	-	174	110
	10%	10%	10%	5%	7%	11%	19%	10%	9%	13%	9%	13%	19%	-%	15%	7%
						ab	abc					c	ac		b	
From £300 to £499 per week/ From £15,600 to £25,999 per year	639	317	315	117	173	170	171	522	64	35	18	158	451	-	251	289
	19%	18%	20%	13%	18%	24%	22%	19%	20%	17%	17%	25%	34%	-%	22%	18%
					a	ab	a					c	ac			
From £500 to £699 per week/ From £26,000 to £36,399 per year	564	318	245	139	187	163	71	456	51	35	21	36	406	96	176	306
	16%	18%	15%	15%	20%	23%	9%	16%	16%	17%	20%	6%	30%	9%	15%	19%
				d	ad	ad							ac			
From £700 to £999 per week/ From £36,400 to £51,999 per year	515	297	212	181	190	112	30	428	37	30	20	35	229	235	131	308
	15%	17%	13%	19%	20%	16%	4%	15%	11%	15%	19%	6%	17%	21%	11%	19%
		b		d	d	d							a	a		a
£1,000 and above per week/ £52,000 and above per year	519	313	201	310	144	53	12	423	56	20	19	-	-	519	99	341
	15%	18%	13%	33%	15%	7%	2%	15%	17%	10%	19%	-%	-%	46%	9%	21%
		b		bcd	cd	d								ab		a
Don't know	278	93	179	51	73	52	87	229	29	16	4	-	-	278	94	76
	8%	5%	11%	5%	8%	7%	11%	8%	9%	8%	4%	-%	-%	25%	8%	5%
			a				a							ab	b	
Refused	238	122	106	66	55	39	72	191	27	16	4	-	-	-	51	86
	7%	7%	7%	7%	6%	5%	9%	7%	8%	8%	4%	-%	-%	-%	4%	5%
							b									

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

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C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3420	265	1891	512	1644	1266	890	322	183	2533	529	2712	350	1922	1140	515
Effective Weighted Sample	2847	195	1627	396	1414	1047	758	240	158	2119	472	2272	311	1608	967	416
Total	3420	309	1928	545	1692	1273	964	252	188	2594	457	2748	303	1868	1182	494
Much better off	235 7%	25 8%	110 6%	40 7%	95 6%	90 7%	45 5%	27 11% b	10 5%	185 7%	29 6%	191 7%	23 8%	146 8%	68 6%	60 12% ab
Slightly better off	536 16%	54 17%	280 15%	89 16%	244 14%	200 16%	133 14%	44 17%	29 15%	402 15%	68 15%	429 16%	42 14%	323 17% b	148 12%	102 21% b
About the same	1538 45%	132 43%	970 50%	250 46%	851 50%	618 49%	484 50%	109 43%	90 48%	1154 45%	224 49%	1228 45%	150 50%	812 43% c	566 48% c	178 36%
Slightly worse off	559 16%	49 16%	313 16%	82 15%	280 17%	205 16%	156 16%	45 18%	34 18%	430 17%	75 16%	456 17%	49 16%	322 17%	184 16%	79 16%
Much worse off	304 9%	18 6%	169 9%	37 7%	150 9%	107 8%	80 8%	18 7%	16 8%	234 9%	41 9%	249 9%	25 8%	164 9%	111 9%	35 7%
Don't know	157 5%	21 7% b	42 2%	31 6% b	31 2%	24 2%	38 4% a	5 2%	5 3%	123 5% b	8 2%	127 5% b	4 1%	60 3%	72 6% a	24 5%
Refuse	91 3%	11 3%	45 2%	16 3%	40 2%	28 2%	28 3%	5 2%	4 2%	65 2%	12 3%	68 2%	9 3%	42 2%	35 3%	15 3%
TOTAL BETTER OFF	771 23%	79 25%	389 20%	129 24%	339 20%	290 23%	178 18%	71 28% b	39 21%	587 23%	97 21%	619 23%	65 21%	469 25% b	216 18%	162 33% ab
TOTAL WORSE OFF	863 25%	67 22%	482 25%	119 22%	430 25%	312 25%	237 25%	62 25%	50 27%	664 26%	116 25%	706 26%	74 25%	486 26%	294 25%	114 23%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3420	526	2076	813	1789	1502	1100	402	242	456	957	568	845
Effective Weighted Sample	2847	440	1777	686	1533	1267	937	323	209	386	823	478	731
Total	3420	411	2052	663	1800	1389	1074	316	219	457	1143	577	1024
Much better off	235	23	115	38	100	82	56	29	17	37	64	42	59
	7%	6%	6%	6%	6%	6%	5%	9%	8%	8%	6%	7%	6%
								b					
Slightly better off	536	75	306	113	267	246	135	61	40	78	155	94	139
	16%	18%	15%	17%	15%	18%	13%	19%	18%	17%	14%	16%	14%
						b		b					
About the same	1538	176	1008	289	895	660	524	139	103	210	566	266	509
	45%	43%	49%	44%	50%	47%	49%	44%	47%	46%	49%	46%	50%
			a		a								
Slightly worse off	559	75	344	117	302	226	193	54	38	68	202	86	183
	16%	18%	17%	18%	17%	16%	18%	17%	17%	15%	18%	15%	18%
Much worse off	304	42	183	67	158	121	104	21	15	35	102	49	88
	9%	10%	9%	10%	9%	9%	10%	7%	7%	8%	9%	9%	9%
Don't know	157	15	46	26	36	25	36	6	4	13	27	19	21
	5%	4%	2%	4%	2%	2%	3%	2%	2%	3%	2%	3%	2%
				b									
Refuse	91	6	50	14	42	30	26	7	3	17	28	20	25
	3%	1%	2%	2%	2%	2%	2%	2%	1%	4%	2%	3%	2%
TOTAL BETTER OFF	771	98	421	151	367	327	191	90	56	115	219	136	197
	23%	24%	21%	23%	20%	24%	18%	28%	26%	25%	19%	24%	19%
						b		b	b				
TOTAL WORSE OFF	863	116	527	184	460	347	297	75	53	103	304	136	271
	25%	28%	26%	28%	26%	25%	28%	24%	24%	22%	27%	24%	26%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3420	673	740	172	79	224	537	45	31	1413	761	2620	800
Effective Weighted Sample	2847	558	644	127	65	200	458	38	29	1202	656	2179	668
Total	3420	740	860	149	83	187	488	35	24	1601	675	2609	811
Much better off	235	58	43	25	**	10	22	**	**	101	33	199	37
	7%	8%	5%	17%	**	6%	5%	**	**	6%	5%	8%	5%
				ab								b	
Slightly better off	536	131	101	31	**	32	78	**	**	233	109	439	96
	16%	18%	12%	20%	**	17%	16%	**	**	15%	16%	17%	12%
		b		b								b	
About the same	1538	319	456	62	**	92	227	**	**	775	320	1132	407
	45%	43%	53%	41%	**	50%	47%	**	**	48%	47%	43%	50%
			ac									a	
Slightly worse off	559	137	132	21	**	26	97	**	**	270	123	434	125
	16%	19%	15%	14%	**	14%	20%	**	**	17%	18%	17%	15%
Much worse off	304	62	75	8	**	20	41	**	**	137	60	227	77
	9%	8%	9%	6%	**	11%	8%	**	**	9%	9%	9%	9%
Don't know	157	7	33	1	**	5	10	**	**	40	15	117	40
	5%	1%	4%	1%	**	3%	2%	**	**	2%	2%	4%	5%
			a										
Refuse	91	25	21	1	**	2	13	**	**	46	14	61	30
	3%	3%	2%	1%	**	1%	3%	**	**	3%	2%	2%	4%
TOTAL BETTER OFF	771	189	144	55	**	42	100	**	**	334	142	638	133
	23%	26%	17%	37%	**	22%	21%	**	**	21%	21%	24%	16%
		b		ab								b	
TOTAL WORSE OFF	863	199	207	30	**	46	138	**	**	407	184	662	201
	25%	27%	24%	20%	**	25%	28%	**	**	25%	27%	25%	25%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3420	933	549	173	511	1276	413	1285	1129	2827	583	161	1079	1216	1115
Effective Weighted Sample	2847	874	518	161	435	1028	333	1052	966	2349	489	128	870	1023	945
Total	3420	749	813	150	421	1309	410	1300	1117	2827	581	176	1055	1220	1133
Much better off	235 7%	44 6%	44 5%	8 5%	28 7%	112 9%	37 9% ce	120 9% ce	54 5%	210 7% ce	25 4%	9 5%	102 10% c	87 7% c	46 4%
Slightly better off	536 16%	119 16%	108 13%	16 11%	75 18%	221 17%	75 18%	214 16%	154 14%	444 16%	90 16%	37 21%	198 19% b	170 14%	166 15%
About the same	1538 45%	369 49% e	415 51% e	76 51% e	188 45%	505 39%	131 32%	534 41% a	531 48% abd	1196 42% a	341 59% abcd	92 52% ab	378 36%	549 45% a	610 54% ab
Slightly worse off	559 16%	117 16%	139 17%	25 16%	75 18%	205 16%	54 13%	223 17% e	214 19% aef	491 17% e	68 12%	18 10%	162 15%	217 18%	179 16%
Much worse off	304 9%	65 9%	69 8%	17 11%	37 9%	117 9%	29 7% f	127 10% ef	121 11% ef	278 10% ef	22 4%	2 1%	82 8%	139 11% ac	78 7%
Don't know	157 5%	16 2%	20 2%	2 2%	9 2%	110 8% abcd	67 16% bcdef	56 4% c	16 1%	140 5% c	16 3%	8 5% c	102 10% bc	32 3%	21 2%
Refuse	91 3%	19 3%	17 2%	6 4%	9 2%	41 3%	17 4%	24 2%	28 2%	69 2%	20 3%	11 6% bd	30 3%	25 2%	33 3%
TOTAL BETTER OFF	771 23%	163 22%	152 19%	24 16%	103 24%	332 25% bc	112 27% ce	334 26% ce	208 19%	654 23% c	115 20%	45 26%	300 28% bc	257 21%	213 19%
TOTAL WORSE OFF	863 25%	182 24%	208 26%	42 28%	113 27%	321 25%	83 20%	351 27% aef	335 30% aef	768 27% aef	90 15%	20 11%	244 23%	356 29% ac	258 23%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6B. Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3420	1731	1646	1018	962	542	855	2813	312	189	106	621	1308	1153	1159	1606
Effective Weighted Sample	2847	1435	1377	859	812	470	715	2336	265	159	88	504	1089	977	956	1342
Total	3420	1778	1601	931	950	712	785	2786	327	203	104	631	1334	1129	1146	1602
Much better off	235	144	89	110	61	31	33	199	20	10	7	36	65	121	85	92
	7%	8%	6%	12%	6%	4%	4%	7%	6%	5%	6%	6%	5%	11%	7%	6%
		b		bcd										ab		
Slightly better off	536	293	238	181	186	99	69	436	54	24	22	65	216	221	187	262
	16%	16%	15%	19%	20%	14%	9%	16%	17%	12%	21%	10%	16%	20%	16%	16%
				cd	cd	d							a	a		
About the same	1538	815	713	394	415	334	383	1251	146	97	45	287	669	470	480	822
	45%	46%	45%	42%	44%	47%	49%	45%	45%	48%	43%	46%	50%	42%	42%	51%
							a						c		a	
Slightly worse off	559	294	256	136	147	136	137	456	48	34	20	109	246	145	189	264
	16%	17%	16%	15%	15%	19%	17%	16%	15%	17%	20%	17%	18%	13%	16%	16%
													c			
Much worse off	304	133	167	66	81	65	88	242	31	22	9	105	121	56	148	101
	9%	7%	10%	7%	8%	9%	11%	9%	10%	11%	9%	17%	9%	5%	13%	6%
			a				a					bc	c		b	
Don't know	157	59	93	20	41	29	51	132	16	9	*	28	16	101	45	36
	5%	3%	6%	2%	4%	4%	6%	5%	5%	5%	*%	4%	1%	9%	4%	2%
			a		a		a					b		ab		
Refuse	91	41	45	25	20	17	24	72	12	7	-	1	1	14	14	26
	3%	2%	3%	3%	2%	2%	3%	3%	4%	3%	-%	*%	*%	1%	1%	2%
														b		
TOTAL BETTER OFF	771	436	327	291	246	130	102	635	74	34	29	100	281	342	272	354
	23%	25%	20%	31%	26%	18%	13%	23%	23%	17%	28%	16%	21%	30%	24%	22%
		b		bcd	cd	d							a	ab		
TOTAL WORSE OFF	863	427	423	201	227	201	225	698	80	56	30	214	367	201	337	365
	25%	24%	26%	22%	24%	28%	29%	25%	24%	28%	29%	34%	28%	18%	29%	23%
						a	a					bc	c		b	

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3082	227	1722	444	1505	1152	797	294	166	2297	481	2458	320	1752	1026	462
Effective Weighted Sample	2568	167	1479	343	1293	951	680	217	142	1922	428	2059	284	1464	871	371
Total	3094	265	1765	474	1556	1164	866	231	172	2364	417	2502	279	1708	1073	441
Most Financially Vulnerable	631	64	278	90	251	184	158	44	30	469	74	490	54	339	204	105
	20%	24% b	16%	19%	16%	16%	18%	19%	17%	20%	18%	20%	19%	20%	19%	24%
Potentially Financially Vulnerable	1334	109	824	200	734	540	394	100	80	1017	194	1080	131	740	471	191
	43%	41%	47%	42%	47%	46%	45%	43%	46%	43%	47%	43%	47%	43%	44%	43%
Least Financially Vulnerable	1129	92	662	183	571	440	315	87	63	878	148	932	94	629	397	145
	36%	35%	38%	39%	37%	38%	36%	37%	36%	37%	36%	37%	34%	37%	37%	33%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	FIXED BROADBAND -												
	SIMPLE			REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3082	465	1893	720	1638	1376	982	374	224	403	874	504	773
Effective Weighted Sample	2568	388	1619	605	1404	1159	837	300	194	347	752	428	669
Total	3094	366	1882	590	1658	1280	969	292	203	402	1053	511	944
Most Financially Vulnerable	631	91	299	120	269	201	188	61	43	69	176	82	163
	20%	25%	16%	20%	16%	16%	19%	21%	21%	17%	17%	16%	17%
		b											
Potentially Financially Vulnerable	1334	150	876	247	779	587	439	124	84	173	500	232	441
	43%	41%	47%	42%	47%	46%	45%	42%	41%	43%	48%	45%	47%
Least Financially Vulnerable	1129	125	708	223	610	491	342	107	76	160	377	197	339
	36%	34%	38%	38%	37%	38%	35%	37%	38%	40%	36%	39%	36%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3082	618	659	161	74	209	479	41	28	1277	688	2391	691
Effective Weighted Sample	2568	515	576	120	61	186	407	34	26	1091	591	1991	576
Total	3094	681	774	142	78	175	436	31	21	1455	611	2391	703
Most Financially Vulnerable	631	113	132	37	**	30	78	**	**	245	109	483	147
	20%	17%	17%	26% ab	**	17%	18%	**	**	17%	18%	20%	21%
Potentially Financially Vulnerable	1334	338	335	56	**	82	198	**	**	673	279	1001	333
	43%	50%	43%	40%	**	47%	45%	**	**	46%	46%	42%	47% a
Least Financially Vulnerable	1129	230	306	49	**	63	160	**	**	536	222	907	222
	36%	34%	40%	34%	**	36%	37%	**	**	37%	36%	38% b	32%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3082	846	508	157	460	1129	377	1173	1022	2572	504	131	986	1102	988
Effective Weighted Sample	2568	792	479	146	392	912	304	963	873	2138	424	104	799	925	838
Total	3094	680	755	136	381	1160	368	1195	1022	2585	502	141	966	1113	1008
Most Financially Vulnerable	631	95	120	23	77	317	116	290	175	581	50	19	252	248	131
	20%	14%	16%	17%	20%	27%	31%	24%	17%	22%	10%	14%	26%	22%	13%
					a	abcd	bcdef	cef	e	ce			c	c	
Potentially Financially Vulnerable	1334	313	356	68	172	433	104	472	468	1043	290	81	347	440	546
	43%	46%	47%	50%	45%	37%	28%	39%	46%	40%	58%	57%	36%	39%	54%
		e	e	e	e		a	abd	abd	a	abcd	abd			ab
Least Financially Vulnerable	1129	271	279	45	131	410	149	433	380	962	162	41	367	426	331
	36%	40%	37%	33%	34%	35%	40%	36%	37%	37%	32%	29%	38%	38%	33%
														c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MALE	FEMALE	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	d	a	b	c	a	b
Unweighted total	3082	1560	1491	913	887	488	763	2534	276	169	103	621	1308	1153	1064	1501
Effective Weighted Sample	2568	1294	1250	772	751	425	638	2105	232	145	85	504	1089	977	876	1256
Total	3094	1609	1456	838	878	650	698	2525	291	179	99	631	1334	1129	1055	1504
Most Financially Vulnerable	631	268	354	85	137	131	271	515	53	41	22	631	-	-	302	208
	20%	17%	24%	10%	16%	20%	39%	20%	18%	23%	22%	100%	-%	-%	29%	14%
			a		a	a	abc					bc			b	
Potentially Financially Vulnerable	1334	728	598	276	385	356	309	1100	109	81	44	-	1334	-	478	662
	43%	45%	41%	33%	44%	55%	44%	44%	37%	45%	44%	-%	100%	-%	45%	44%
					a	abd	a						ac			
Least Financially Vulnerable	1129	613	505	476	356	162	118	909	129	57	34	-	-	1129	274	635
	36%	38%	35%	57%	41%	25%	17%	36%	44%	32%	34%	-%	-%	100%	26%	42%
				bcd	cd	d			ac					ab		a

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b