

Synovate PAC Mystery Shopping, April 2009

Table 1
Average length of call

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining									1	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
																					A
Base: All	151	72	79	29	50									95	56	36	36	24	26	53	98
50-250	25	16	9	2	7									15	10	6	10	4	3	6	19
	17	22	11	7	14									16	18	17	28	17	12	11	19
251-500	CD																				
	63	28	35	11	24									39	24	16	12	9	15	24	39
501-750	42	39	44	38	48									41	43	44	33	38	58	45	40
																		P			
751-1000	35	22	13	6	7									24	11	8	14	5	2	14	21
	23	31	16	21	14									25	20	22	39	21	8	26	21
1000+	CE															R					
	13	2	11	4	7									8	5	2	0	4	3	2	11
Sigma	9	3	14	14	14									8	9	6	0	17	12	4	11
		B	B	B													P	P			
Standard Deviation	15	4	11	6	5									9	6	4	0	2	3	7	8
	10	6	14	21	10									9	11	11	0	8	12	13	8
		B	B												P		P	P			
Base: All	151	72	79	29	50									95	56	36	36	24	26	53	98
Mean Value	100	100	100	100	100									100	100	100	100	100	100	100	100
Standard Deviation	626.4	472.2	766.9	1088.9	580.1									573.7	715.6	525.2	419.3	569.6	589.8	786	540.1
		B	BE														P	P			
Standard Deviation	950.95	322.2	1265.95	1981.37	459.15									533.85	1402.25	410.26	191.05	378.54	530.25	1505.02	403.34

Table 2
Q1. When calling customer services did you first have to use a menu system (choosing options in a menu using your keypad) before actually speaking to a call advisor?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider								Scenario		Spend level				Previous experience		
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining											PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N		O	P	Q	R	S	T	
Base: All		151	72	79	29	50								95		56	36	36	24	26	53	98
Yes		149	72	77	29	48								93		56	36	36	24	24	51	98

	99	100	97	100	96	[<]	[<]	[<]	[<]	[<]	[<]	[<]	98	100	100	100	100	92	96	100
	E													R	R					
No	2	0	2	0	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	0	0	0	0	2	2	0
	1	0	3	0	4	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	0	0	0	0	8	4	0
				B													OP			
Sigma	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
	100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	100	100	100	100	100	100

Table 3
Q2. When using the menu system, in your opinion, was it clear which menu options to choose in order to speak to the right person?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider								Scenario	Spend level				Previous experience		
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining									1	2	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: All who used IVR system (code Yes at Q1)		149	72	77	29	48	[<]	[<]	[<]	[<]	[<]	[<]		93	56	36	36	24	24	51	98
Yes		137	63	74	29	45	[<]	[<]	[<]	[<]	[<]	[<]		85	52	31	32	22	23	47	90
		92	88	96	100	94	[<]	[<]	[<]	[<]	[<]	[<]		91	93	86	89	92	96	92	92
No			B	B																	
		12	9	3	0	3	[<]	[<]	[<]	[<]	[<]	[<]		8	4	5	4	2	1	4	8
		8	13	4	0	6	[<]	[<]	[<]	[<]	[<]	[<]		9	7	14	11	8	4	8	8
		CD					[<]					[<]									
Sigma		149	72	77	29	48	[<]	[<]	[<]	[<]	[<]	[<]		93	56	36	36	24	24	51	98
		100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]		100	100	100	100	100	100	100	100

Table 4
Q3. How many times did you have to select an option in the menu until you actually spoke to a call advisor?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario	Spend level				Previous experience			
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F								1	2	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
A	B	C	D	E		[<]	[<]	[<]	[<]	[<]	[<]	[<]	M	N	O	P	Q	R	S	T	
Base: All who used IVR system (code Yes at Q1)	149	72	77	29	48	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	93	56	36	36	24	24	51	98
1	21	15	6	2	4	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	14	7	9	6	1	3	6	15
	14	21	8	7	8	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	15	13	25	17	4	13	12	15
		CDE														Q					

2	50	21	29	11	18	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	33	17	10	11	9	9	17	33
	34	29	38	38	38	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	35	30	28	31	38	38	33	34
3	42	15	27	9	18	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	26	16	8	7	8	10	15	27
	28	21	35	31	38	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	28	29	22	19	33	42	29	28
4	20	9	11	5	6	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	8	12	3	6	5	1	9	11
	13	13	14	17	13	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	9	21	8	17	21	4	18	11
5	11	7	4	2	2	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	8	3	4	3	1	1	3	8
	7	10	5	7	4	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	9	5	11	8	4	4	6	8
6	1	1	0	0	0	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	1	0	0	3	0	0	0	1
7	1	1	0	0	0	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	1	0	0	3	0	0	0	1
8	3	3	0	0	0	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	2	1	2	1	0	0	1	2
	2	4	0	0	0	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	2	2	6	3	0	0	2	2
C																				
Sigma	149	72	77	29	48	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	93	56	36	36	24	24	51	98
	100	100	100	100	100	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	100	100	100	100	100	100	100	100
Mean Value	2.8	2.9	2.7	2.8	2.7	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	2.8	2.9	2.8	3	2.8	2.5	2.8	2.8
						[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]								
Standard Deviation	1.41	1.75	0.98	1.05	0.95	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	1.47	1.3	1.8	1.72	0.96	0.93	1.31	1.46
						[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]								

Table 5

Q4. Were you transferred to another call advisor at any point during your call?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	1	PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before		
							G	H	I	J	K	L								M	N
A	B	C	D	E																	
Base: All	151	72	79	29	50	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	95	56	36	36	24	26	53	98	
Yes	40	21	19	7	12	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	28	12	11	10	5	7	17	23	
	26	29	24	24	24	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	29	21	31	28	21	27	32	23	
No	111	51	60	22	38	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	67	44	25	26	19	19	36	75	
	74	71	76	76	76	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	71	79	69	72	79	73	68	77	
Sigma	151	72	79	29	50	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	95	56	36	36	24	26	53	98	
	100	100	100	100	100	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	[X<]	100	100	100	100	100	100	100	100	

Table 6

Q5. In total, how many people did you speak to during your call?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[X]	[X]	[X]	[X]	[X]	[X]	M	1	PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
							G	H	I	J	K	L									
A	B	C	D	E									N		O	P	Q	R	S	T	
Base: All who were transferred (code Yes at Q4)	40	21	19	7	12	[X]	[X]	[X]	[X]	[X]	[X]	[X]	28	12	11	10	5	7	17	23	
1	2	0	2	1	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	1	0	0	1	0	2	0	
	5	0	11	14	8	[X]	[X]	[X]	[X]	[X]	[X]	[X]	4	8	0	0	20	0	12	0	
2	35	19	16	5	11	[X]	[X]	[X]	[X]	[X]	[X]	[X]	26	9	9	10	4	7	13	22	
	88	90	84	71	92	[X]	[X]	[X]	[X]	[X]	[X]	[X]	93	75	82	100	80	100	76	96	
3	3	2	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	2	0	0	0	2	1	
	8	10	5	14	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	4	17	18	0	0	0	12	4	
Sigma	40	21	19	7	12	[X]	[X]	[X]	[X]	[X]	[X]	[X]	28	12	11	10	5	7	17	23	
	100	100	100	100	100	[X]	[X]	[X]	[X]	[X]	[X]	[X]	100	100	100	100	100	100	100	100	
Mean Value	2	2.1	1.9	2	1.9	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	2.1	2.2	2	1.8	2	2	2	
Standard Deviation	0.36	0.3	0.4	0.58	0.29	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0.27	0.51	0.4	0	0.45	0	0.5	0.21	

Table 7
Q6. How long was it before you spoke to a call advisor who dealt with your request? Please measure this from the start of the connection (i.e. when the ringing tone started).

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[X]	[X]	[X]	[X]	[X]	[X]	M	1	PAYG - 2	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
							G	H	I	J	K	L									N
Base: All	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
	151	72	79	29	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	95	56	36	36	24	26	53	98	
0	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	1	0	0	0	1	0	
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	3	0	0	0	2	0	
2	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	1	0	0	0	1	0	
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	3	0	0	0	2	0	
5	2	1	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	0	1	0	1	1	1	
	1	1	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	0	3	0	4	2	1	
7	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	1	0	0	1	
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	4	0	0	1	

[illegible]

72	2	0	2	1	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	0	0	1	0	1	1
	1	0	3	3	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	0	0	4	0	2	1
75	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	0	1
78	2	1	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	1	1	0	0	0	0	2
	1	1	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	3	0	0	0	0	2
80	3	3	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	1	2	0	0	0	3
	2	4	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	4	3	6	0	0	0	3
83	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	1	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	4	0	1
85	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
90	3	2	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	1	1	1	0	0	3
	2	3	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	4	3	3	4	0	0	3
95	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
98	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	0	1
100	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	1	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	4	2	0
104	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	1	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	4	0	1
105	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	0	1
107	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	3	0	0	0	1
110	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	1	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	4	2	0
113	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	1	0
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	2	0
114	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	0	1
119	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	1	0	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	4	0	0	1
120	7	4	3	2	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	4	3	1	3	0	1	3	4
	5	6	4	7	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	4	5	3	8	0	4	6	4
123	2	1	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	1	0	0	1	1	1
	1	1	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	3	0	0	4	2	1
124	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	1	0
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	2	0
125	2	0	2	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	1	0	0	2	0	1	1
	1	0	3	0	4	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	0	0	8	0	2	1

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130	5	3	2	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	3	2	1	0	2	1	4
	3	4	3	0	4	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	5	6	3	0	8	2	4
135	3	1	2	1	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	1	0	1	0	1	0	3
	2	1	3	3	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	2	0	3	0	4	0	3
141	2	1	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	1	0	0	0	1	1
	1	1	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	3	0	0	0	2	1
145	2	1	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	1	1	0	2	0
	1	1	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	4	0	3	4	0	4	0
147	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	1	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	4	2	0
149	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	0	1
150	4	4	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	3	1	1	3	0	0	1	3
	3	6	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	3	2	3	8	0	0	2	3
154	2	2	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	1	0	2	0	0	0	2
	1	3	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	0	6	0	0	0	2
156	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	0	1
161	2	0	2	1	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	1	0	0	1	0	1	1
	1	0	3	3	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	0	0	4	0	2	1
163	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	1	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	4	0	1
165	2	2	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	1	1	1	0	0	0	2
	1	3	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	3	3	0	0	0	2
170	2	0	2	2	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	1	0	0	0	0	2	0
	1	0	3	7	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	0	0	0	0	4	0
177	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	1	0	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	4	0	2	0
180	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	0	0	1
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	0	0	1
184	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
185	2	2	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	1	1	0	0	0	2
	1	3	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	0	3	3	0	0	0	2
190	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	1	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	4	2	0
195	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	3	0	0	0	1
205	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	1	0	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	4	0	2	0
210	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	1	0
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	2	0

225	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	1	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	4	2	0
230	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	1	0
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	2	0
235	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	0	1	0
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	0	2	0
238	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
240	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	0	1
245	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	1	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	4	0	1
250	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	1	0
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	2	0
252	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	0	1
255	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	3	0	0	0	0	1
256	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	0	1
284	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	1	0
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	2	0
288	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	1	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	4	0	1
289	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	1	0	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	4	0	2	0
294	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	0	1
296	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	1	0	0	1	0
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	3	0	0	2	0
302	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	0	1
325	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	3	0	0	0	1
337	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
340	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	0	1
372	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	1	0	0	0	1	0
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	3	0	0	0	2	0
385	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	1	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	3	0	0	0	1

390	3	1	2	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	2	1	0	1	1	3	0
	2	1	3	0	4	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	4	3	0	4	4	6	0
420	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	1	0	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	4	0	2	0
424	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	1
425	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	1	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	4	2	0
435	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	1	0
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	2	0
440	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	0	1
544	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	1	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	4	0	1
545	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	0	1
602	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	1	0	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	4	0	0	1
610	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	1	0	1	0
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	4	0	2	0
720	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	1	0	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	4	0	0	1
790	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	3	0	0	0	0	1
833	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	1	0
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	2	0
960	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	1	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	4	0	1
967	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	1	0	0	0	0	1
	1	1	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	3	0	0	0	0	1
1017	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	1	0	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	4	0	0	1
1150	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	1	0	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	4	0	0	1
1215	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	1	0	1
	1	0	1	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	4	0	1
1680	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	0	1	0
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	0	2	0
Sigma	151	72	79	29	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	95	56	36	36	24	26	53	98
	100	100	100	100	100	[X]	[X]	[X]	[X]	[X]	[X]	[X]	100	100	100	100	100	100	100	100
Mean Value	210.8	170.5	247.6	233.8	255.6	[X]	[X]	[X]	[X]	[X]	[X]	[X]	212.8	207.5	197.4	143.6	278.3	234.7	217.2	207.4
		B		B		[X]	[X]	[X]	[X]	[X]	[X]				P	P				

Standard Deviation	251.18	164.4	306.36	323.28	299.17								241.25	269.4	213.49	88.09	319.88	283.44	260.11	247.51
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Table 8

Q7. Did the call advisor who dealt with your request confirm that it was possible to keep your mobile phone number when changing providers?

Proportions/Mean: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining		[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
Base: All	151	72	79	29	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	[X]	95	56	36	36	24	26	53	
Yes	94	44	50	19	31	[X]	[X]	[X]	[X]	[X]	[X]	[X]	[X]	93	1	23	21	15	16	30	
	62	61	63	66	62	[X]	[X]	[X]	[X]	[X]	[X]	[X]	[X]	98	2	64	58	63	62	57	
No	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	N	1	0	0	0	0	0	0	
	1	0	1	3	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	
Not applicable	56	28	28	9	19	[X]	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	55	13	15	9	10	23	
	37	39	35	31	38	[X]	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	98	36	42	38	38	43	
Sigma	151	72	79	29	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	[X]	95	56	36	36	24	26	53	
	100	100	100	100	100	[X]	[X]	[X]	[X]	[X]	[X]	[X]	[X]	100	100	100	100	100	100	100	

Table 9

Q8. And were you asked why you wanted to change?

Proportions/Mean: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider				Scenario				Spend level				Previous experience		
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	[>]	[>]	[>]	[>]	[>]	[>]	[>]	1	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All		151	72	79	29	50	[>]	[>]	[>]	[>]	[>]	[>]	[>]	95	56	36	36	24	26	53
Yes		133	62	71	28	43	[>]	[>]	[>]	[>]	[>]	[>]	[>]	85	48	30	32	21	22	47
		88	86	90	97	86	[>]	[>]	[>]	[>]	[>]	[>]	[>]	89	86	83	89	88	85	89
No		18	10	8	1	7	[>]	[>]	[>]	[>]	[>]	[>]	[>]	10	8	6	4	3	4	6
		12	14	10	3	14	[>]	[>]	[>]	[>]	[>]	[>]	[>]	11	14	17	11	13	15	11
Sigma		151	72	79	29	50	[>]	[>]	[>]	[>]	[>]	[>]	[>]	95	56	36	36	24	26	53
		100	100	100	100	100	[>]	[>]	[>]	[>]	[>]	[>]	[>]	100	100	100	100	100	100	100

Table 10
Q9. And were you asked for any information about the provider and offer you were planning to move to?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[>]	[>]	[>]	[>]	[>]	[>]	[>]	1	PAYG - 2	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
	A	B	C	D	E		G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All	151	72	79	29	50	[>]	[>]	[>]	[>]	[>]	[>]	[>]	95	56	36	36	24	26	53	98
Yes	101	48	53	20	33	[>]	[>]	[>]	[>]	[>]	[>]	[>]	66	35	23	25	16	17	35	66
	67	67	67	69	66	[>]	[>]	[>]	[>]	[>]	[>]	[>]	69	63	64	69	67	65	66	67
No	50	24	26	9	17	[>]	[>]	[>]	[>]	[>]	[>]	[>]	29	21	13	11	8	9	18	32
	33	33	33	31	34	[>]	[>]	[>]	[>]	[>]	[>]	[>]	31	38	36	31	33	35	34	33
Sigma	151	72	79	29	50	[>]	[>]	[>]	[>]	[>]	[>]	[>]	95	56	36	36	24	26	53	98
	100	100	100	100	100	[>]	[>]	[>]	[>]	[>]	[>]	[>]	100	100	100	100	100	100	100	100

Table 11
Q10. And did they take any specific action to try to retain you as a customer?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience		
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining									1	PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
						F	G	H	I	J	K	L	M								N
	A	B	C	D	E																
Base: All		151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
Yes		92	37	55	23	32	[<]	[<]	[<]	[<]	[<]	[<]	[<]	64	28	15	22	15	17	27	65
		61	51	70	79	64	[<]	[<]	[<]	[<]	[<]	[<]	[<]	67	50	42	61	63	65	51	66
No			B	B			[<]	[<]	[<]	[<]	[<]	[<]	N					O			
		59	35	24	6	18	[<]	[<]	[<]	[<]	[<]	[<]	[<]	31	28	21	14	9	9	26	33
		39	49	30	21	36	[<]	[<]	[<]	[<]	[<]	[<]	[<]	33	50	58	39	38	35	49	34
		CD					[<]		[<]		[<]			M	R						
Sigma		151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
		100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	100	100	100	100	100	100

Table 12
Q10a. And which of the following did they do?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[>]	[>]	[>]	[>]	[>]	[>]	1	2	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
																				T
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: All subject to sales activity (code Yes at q10)	92	37	55	23	32	[>]	[>]	[>]	[>]	[>]	[>]	[>]	64	28	15	22	15	17	27	65
Offered me a new phone/upgrade	37	8	29	14	15	[>]	[>]	[>]	[>]	[>]	[>]	[>]	20	17	6	2	7	8	13	24
	40	22	53	61	47	[>]	[>]	[>]	[>]	[>]	[>]	[>]	31	61	40	9	47	47	48	37
Offered me a better value tariff	51	16	35	17	18	[>]	[>]	[>]	[>]	[>]	[>]	[>]	37	14	8	8	9	9	17	34
	55	43	64	74	56	[>]	[>]	[>]	[>]	[>]	[>]	[>]	58	50	53	36	60	53	63	52
Offered extra minutes	28	12	16	8	8	[>]	[>]	[>]	[>]	[>]	[>]	[>]	19	9	5	7	3	5	11	17
	30	32	29	35	25	[>]	[>]	[>]	[>]	[>]	[>]	[>]	30	32	33	32	20	29	41	26
Offered extra SMS	25	14	11	5	6	[>]	[>]	[>]	[>]	[>]	[>]	[>]	18	7	6	8	3	3	7	18
	27	38	20	22	19	[>]	[>]	[>]	[>]	[>]	[>]	[>]	28	25	40	36	20	18	26	28
Offered extra credit	14	11	3	2	1	[>]	[>]	[>]	[>]	[>]	[>]	[>]	9	5	5	6	0	1	3	11
	15	30	5	9	3	[>]	[>]	[>]	[>]	[>]	[>]	[>]	14	18	33	27	0	6	11	17
Other	21	6	15	6	9	[>]	[>]	[>]	[>]	[>]	[>]	[>]	14	7	2	4	5	4	7	14
	23	16	27	26	28	[>]	[>]	[>]	[>]	[>]	[>]	[>]	22	25	13	18	33	24	26	22
Sigma	176	67	109	52	57	[>]	[>]	[>]	[>]	[>]	[>]	[>]	117	59	32	35	27	30	58	118
	191	181	198	226	178	[>]	[>]	[>]	[>]	[>]	[>]	[>]	183	211	213	159	180	176	215	182

Table 13
Q12. And how attractive was the offer to you as a customer?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[<]	[<]	[<]	[<]	[<]	[<]	1	2	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
Base: All subject to sales activity (code Yes at q10)	92	37	55	23	32	[<]	[<]	[<]	[<]	[<]	[<]	[<]	64	28	15	22	15	17	27	65
4=Very attractive	32	9	23	10	13	[<]	[<]	[<]	[<]	[<]	[<]	[<]	26	6	5	4	8	5	6	26
	35	24	42	43	41	[<]	[<]	[<]	[<]	[<]	[<]	[<]	41	21	33	18	53	29	22	40

3=Quite attractive	37	17	20	9	11	[X]	[X]	[X]	[X]	[X]	[X]	[X]	21	16	7	10	4	7	15	22
	40	46	36	39	34	[X]	[X]	[X]	[X]	[X]	[X]	[X]	33	57	47	45	27	41	56	34
2=Not very attractive	19	9	10	4	6	[X]	[X]	[X]	[X]	[X]	[X]	[X]	13	6	3	6	3	3	5	14
	21	24	18	17	19	[X]	[X]	[X]	[X]	[X]	[X]	[X]	20	21	20	27	20	18	19	22
1=Not at all attractive	4	2	2	0	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	4	0	0	2	0	2	1	3
	4	5	4	0	6	[X]	[X]	[X]	[X]	[X]	[X]	[X]	6	0	0	9	0	12	4	5
Sigma	92	37	55	23	32	[X]	[X]	[X]	[X]	[X]	[X]	[X]	64	28	15	22	15	17	27	65
	100	100	100	100	100	[X]	[X]	[X]	[X]	[X]	[X]	[X]	100	100	100	100	100	100	100	100
Top Two Box	69	26	43	19	24	[X]	[X]	[X]	[X]	[X]	[X]	[X]	47	22	12	14	12	12	21	48
	75	70	78	83	75	[X]	[X]	[X]	[X]	[X]	[X]	[X]	73	79	80	64	80	71	78	74
Bottom Two Box	23	11	12	4	8	[X]	[X]	[X]	[X]	[X]	[X]	[X]	17	6	3	8	3	5	6	17
	25	30	22	17	25	[X]	[X]	[X]	[X]	[X]	[X]	[X]	27	21	20	36	20	29	22	26

Table 14
Q13a. Agreement with: They reassured me that the process was straightforward

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[X]	[X]	[X]	[X]	[X]	[X]	1		PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
A	B	C	D	E			G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All	151	72	79	29	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	95	56	36	36	24	26	53	98
5=Agree strongly	70	36	34	8	26	[X]	[X]	[X]	[X]	[X]	[X]	[X]	46	24	20	16	12	14	25	45
	46	50	43	28	52	[X]	[X]	[X]	[X]	[X]	[X]	[X]	48	43	56	44	50	54	47	46
4=4	D			D		[X]	[X]	[X]	[X]	[X]	[X]	[X]								
	37	18	19	12	7	[X]	[X]	[X]	[X]	[X]	[X]	[X]	23	14	9	9	4	3	8	29
3=3	25	25	24	41	14	[X]	[X]	[X]	[X]	[X]	[X]	[X]	24	25	25	25	17	12	15	30
			CE			[X]														
2=2	27	12	15	5	10	[X]	[X]	[X]	[X]	[X]	[X]	[X]	16	11	4	8	5	5	12	15
	18	17	19	17	20	[X]	[X]	[X]	[X]	[X]	[X]	[X]	17	20	11	22	21	19	23	15
1=Disagree strongly					H															
	10	4	6	2	4	[X]	[X]	[X]	[X]	[X]	[X]	[X]	7	3	1	3	1	3	4	6
	7	6	8	7	8	[X]	[X]	[X]	[X]	[X]	[X]	[X]	7	5	3	8	4	12	8	6
						[X]														
	7	2	5	2	3	[X]	[X]	[X]	[X]	[X]	[X]	[X]	3	4	2	0	2	1	4	3
	5	3	6	7	6	[X]	[X]	[X]	[X]	[X]	[X]	[X]	3	7	6	0	8	4	8	3
Sigma																	P			
	151	72	79	29	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	95	56	36	36	24	26	53	98
Top Two Box	100	100	100	100	100	[X]	[X]	[X]	[X]	[X]	[X]	[X]	100	100	100	100	100	100	100	100
						[X]														
Bottom Two Box	107	54	53	20	33	[X]	[X]	[X]	[X]	[X]	[X]	[X]	69	38	29	25	16	17	33	74
	71	75	67	69	66	[X]	[X]	[X]	[X]	[X]	[X]	[X]	73	68	81	69	67	65	62	76
						[X]														
	17	6	11	4	7	[X]	[X]	[X]	[X]	[X]	[X]	[X]	10	7	3	3	3	4	8	9
	11	8	14	14	14	[X]	[X]	[X]	[X]	[X]	[X]	[X]	11	13	8	8	13	15	15	9

$$[\times]$$

Table 15
Q13b. Agreement with: They made me feel at ease about my request

Proportions/Mean: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider							Scenario		Spend level				Previous experience		
	Total	Pay as you go	Monthly contract -	Monthly contract -	Monthly contract -	F	[X]	[X]	[X]	[X]	[X]	[X]	1	2	PAYG -	PAYG -	Monthly	Monthly	Requested	Did not	
			All	out of contract	>3 months remaining		G	H	I	J	K	L			M	N	O	P	Q	R	S
	A	B	C	D	E																
Base: All	151	72	79	29	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	95	56	36	36	24	26	53	98	
5=Agree strongly	69	33	36	11	25	[X]	[X]	[X]	[X]	[X]	[X]	[X]	44	25	21	12	9	16	26	43	
	46	46	46	38	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	46	45	58	33	38	62	49	44	
4=4	40	22	18	9	9	[X]	[X]	[X]	[X]	[X]	[X]	[X]	26	14	8	14	6	3	6	34	
	26	31	23	31	18	[X]	[X]	[X]	[X]	[X]	[X]	[X]	27	25	22	39	25	12	11	35	
3=3	19	9	10	4	6	[X]	[X]	[X]	[X]	[X]	[X]	[X]	11	8	3	6	3	3	12	7	
	13	13	13	14	12	[X]	[X]	[X]	[X]	[X]	[X]	[X]	12	14	8	17	13	12	23	7	
2=2	7	3	4	1	3	[X]	[X]	[X]	[X]	[X]	[X]	[X]	5	2	1	2	2	1	1	6	
	5	4	5	3	6	[X]	[X]	[X]	[X]	[X]	[X]	[X]	5	4	3	6	8	4	2	6	
1=Disagree strongly	16	5	11	4	7	[X]	[X]	[X]	[X]	[X]	[X]	[X]	9	7	3	2	4	3	8	8	
	11	7	14	14	14	[X]	[X]	[X]	[X]	[X]	[X]	[X]	9	13	8	6	17	12	15	8	
Sigma	151	72	79	29	50	[X]	[X]	[X]	[X]	[X]	[X]	[X]	95	56	36	36	24	26	53	98	
	100	100	100	100	100	[X]	[X]	[X]	[X]	[X]	[X]	[X]	100	100	100	100	100	100	100	100	
Top Two Box	109	55	54	20	34	[X]	[X]	[X]	[X]	[X]	[X]	[X]	70	39	29	26	15	19	32	77	
	72	76	68	69	68	[X]	[X]	[X]	[X]	[X]	[X]	[X]	74	70	81	72	63	73	60	79	
Bottom Two Box	23	8	15	5	10	[X]	[X]	[X]	[X]	[X]	[X]	[X]	14	9	4	4	6	4	9	14	
	15	11	19	17	20	[X]	[X]	[X]	[X]	[X]	[X]	[X]	15	16	11	11	25	15	17	14	

Table 16
Q13c. Agreement with: They provided a clear explanation of the process

Proportions/Mean: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

Payment method					Provider					Scenario					Spend level				Previous experience		
Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[>]	[<]	[>]	[<]	[>]	[<]	[>]	[<]	1	2	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
		C	D	E		G	H	I	J	K	L	M	N			O	P	Q	R	S	T

Base: All	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
5=Agree strongly	65	30	35	9	26	[<]	[<]	[<]	[<]	[<]	[<]	[<]	47	18	17	13	12	14	22	43
	43	42	44	31	52	[<]	[<]	[<]	[<]	[<]	[<]	[<]	49	32	47	36	50	54	42	44
4=4	41	22	19	11	8	[<]	[<]	[<]	[<]	[<]	[<]	[<]	28	13	12	10	5	3	9	32
	27	31	24	38	16	[<]	[<]	[<]	[<]	[<]	[<]	[<]	29	23	33	28	21	12	17	33
3=3	26	17	9	4	5	[<]	[<]	[<]	[<]	[<]	[<]	[<]	12	14	5	12	2	3	11	15
	17	24	11	14	10	[<]	[<]	[<]	[<]	[<]	[<]	[<]	13	25	14	33	8	12	21	15
2=2	11	1	10	2	8	[<]	[<]	[<]	[<]	[<]	[<]	[<]	4	7	0	1	4	4	7	4
	7	1	13	7	16	[<]	[<]	[<]	[<]	[<]	[<]	[<]	4	13	0	3	17	15	13	4
1=Disagree strongly	8	2	6	3	3	[<]	[<]	[<]	[<]	[<]	[<]	[<]	4	4	2	0	1	2	4	4
	5	3	8	10	6	[<]	[<]	[<]	[<]	[<]	[<]	[<]	4	7	6	0	4	8	8	4
Sigma	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
	100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	100	100	100	100	100	100
Top Two Box	106	52	54	20	34	[<]	[<]	[<]	[<]	[<]	[<]	[<]	75	31	29	23	17	17	31	75
	70	72	68	69	68	[<]	[<]	[<]	[<]	[<]	[<]	[<]	79	55	81	64	71	65	58	77
Bottom Two Box	19	3	16	5	11	[<]	[<]	[<]	[<]	[<]	[<]	[<]	8	11	2	1	5	6	11	8
	13	4	20	17	22	[<]	[<]	[<]	[<]	[<]	[<]	[<]	8	20	6	3	21	23	21	8

Table 17
Q13d. Agreement with: They were insistent and pushy in their efforts to retain me as a customer

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining		[<]	[<]	[<]	[<]	[<]	[<]	1		PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
5=Agree strongly	21	7	14	6	8	[<]	[<]	[<]	[<]	[<]	[<]	[<]	14	7	3	4	5	3	11	10
	14	10	18	21	16	[<]	[<]	[<]	[<]	[<]	[<]	[<]	15	13	8	11	21	12	21	10
4=4	14	6	8	5	3	[<]	[<]	[<]	[<]	[<]	[<]	[<]	5	9	1	5	1	2	4	10
	9	8	10	17	6	[<]	[<]	[<]	[<]	[<]	[<]	[<]	5	16	3	14	4	8	8	10
3=3	20	9	11	4	7	[<]	[<]	[<]	[<]	[<]	[<]	[<]	15	5	2	7	3	4	7	13
	13	13	14	14	14	[<]	[<]	[<]	[<]	[<]	[<]	[<]	16	9	6	19	13	15	13	13
2=2	28	11	17	9	8	[<]	[<]	[<]	[<]	[<]	[<]	[<]	16	12	5	6	5	3	7	21
	19	15	22	31	16	[<]	[<]	[<]	[<]	[<]	[<]	[<]	17	21	14	17	21	12	13	21
1=Disagree strongly	68	39	29	5	24	[<]	[<]	[<]	[<]	[<]	[<]	[<]	45	23	25	14	10	14	24	44
	45	54	37	17	48	[<]	[<]	[<]	[<]	[<]	[<]	[<]	47	41	69	39	42	54	45	45

Sigma	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
	100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	100	100	100	100	100	100
Top Two Box	35	13	22	11	11	[<]	[<]	[<]	[<]	[<]	[<]	[<]	19	16	4	9	6	5	15	20
	23	18	28	38	22	[<]	[<]	[<]	[<]	[<]	[<]	[<]	20	29	11	25	25	19	28	20
Bottom Two Box			B																	
	96	50	46	14	32	[<]	[<]	[<]	[<]	[<]	[<]	[<]	61	35	30	20	15	17	31	65
	64	69	58	48	64	[<]	[<]	[<]	[<]	[<]	[<]	[<]	64	63	83	56	63	65	58	66
	D					[<]	[<]	[<]	[<]	[<]	[<]	[<]		PQ						

Table 18
Q15. During your conversation, did the call advisor use the term ‘PAC code’ to explain the procedure?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[<]	[<]	[<]	[<]	[<]	[<]	[<]	1	PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: All	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
Yes	136	64	72	27	45	[<]	[<]	[<]	[<]	[<]	[<]	[<]	93	43	32	32	23	22	49	87
	90	89	91	93	90	[<]	[<]	[<]	[<]	[<]	[<]	[<]	98	77	89	89	96	85	92	89
No	15	8	7	2	5	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	13	4	4	1	4	4	11
	10	11	9	7	10	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	23	11	11	4	15	8	11
												N								
												M								
Sigma	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
	100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	100	100	100	100	100	100

Table 19
Q16. Which of the following happened as a result of your call?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[<]	[<]	[<]	[<]	[<]	[<]	[<]	1	PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: All	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
Given the ‘PAC code’ there and then	66	46	20	4	16	[<]	[<]	[<]	[<]	[<]	[<]	[<]	42	24	26	20	7	9	21	45
	44	64	25	14	32	[<]	[<]	[<]	[<]	[<]	[<]	[<]	44	43	72	56	29	35	40	46
		CDE			D		[<]	[<]	[<]	[<]	[<]	[<]		QR	Q					

Told I would receive the PAC Code by SMS	49	19	30	10	20	[<]	[<]	[<]	[<]	[<]	[<]	[<]	33	16	8	11	10	10	21	28
	32	26	38	34	40	[<]	[<]	[<]	[<]	[<]	[<]	[<]	35	29	22	31	42	38	40	29
Told I would receive the PAC Code by email	5	3	2	2	0	[<]	[<]	[<]	[<]	[<]	[<]	[<]	1	4	0	3	0	0	2	3
	3	4	3	7	0	[<]	[<]	[<]	[<]	[<]	[<]	[<]	1	7	0	8	0	0	4	3
Told I would receive the PAC Code by post	46	16	30	10	20	[<]	[<]	[<]	[<]	[<]	[<]	[<]	30	16	7	9	12	8	18	28
	30	22	38	34	40	[<]	[<]	[<]	[<]	[<]	[<]	[<]	32	29	19	25	50	31	34	29
Told I would receive the PAC Code another way	8	2	6	1	5	[<]	[<]	[<]	[<]	[<]	[<]	[<]	4	4	1	1	2	3	3	5
	5	3	8	3	10	[<]	[<]	[<]	[<]	[<]	[<]	[<]	4	7	3	3	8	12	6	5
Told I would have to request PAC Code by email or post	2	0	2	1	1	[<]	[<]	[<]	[<]	[<]	[<]	[<]	1	1	0	0	0	1	1	1
	1	0	3	3	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	1	2	0	0	0	4	2	1
Told I would have to request PAC Code by post (email not allowed)	2	0	2	1	1	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	0	0	0	0	1	0	2
	1	0	3	3	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	0	0	0	0	4	0	2
Told it was not possible to supply me with the PAC Code at this time	11	2	9	7	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	8	3	1	1	1	1	3	8
	7	3	11	24	4	[<]	[<]	[<]	[<]	[<]	[<]	[<]	8	5	3	3	4	4	6	8
Sigma	189	88	101	36	65	[<]	[<]	[<]	[<]	[<]	[<]	[<]	121	68	43	45	32	33	69	120
	125	122	128	124	130	[<]	[<]	[<]	[<]	[<]	[<]	[<]	127	121	119	125	133	127	130	122

Table 20
Q18. If told you would have to request the PAC Code by post or email, was an explanation given for this?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R
** very small base (under 1) ineligible for sig testing

	Payment method					Provider								Scenario	Spend level				Previous experience		
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	[<]	[<]	[<]	[<]	[<]	[<]	[<]	1		PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: Those who were told to request PAC Code by email or post (cc	3	-**		3	2	1	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	1	-**	-**	-**	1	1	2
Yes	1	0	1	1	0	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	0	1	0	0	0	0	0	
	33	0	33	50	0	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	0	100	0	0	0	0	100	
No	2	0	2	1	1	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	0	0	0	0	1	0	
	67	0	67	50	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	0	0	0	0	100	100	
Sigma	3	0	3	2	1	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	1	0	0	0	1	2	
	100	0	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	0	0	0	100	100	

Table 21
Q19. And were you told how long it would take for you to receive the PAC Code?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: Those who were told they'd receive the PAC Code by SMS, em	94	37	57	19	38	[X]	[X]	[X]	[X]	[X]	[X]	[X]	59	35	15	22	20	18	39	55
Yes, same day	37	20	17	5	12	[X]	[X]	[X]	[X]	[X]	[X]	[X]	27	10	8	12	6	6	17	20
	39	54	30	26	32	[X]	[X]	[X]	[X]	[X]	[X]	[X]	46	29	53	55	30	33	44	36
Yes, next day	CDE																			
	2	0	2	1	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	2	0	0	0	1	1	1
Yes, within 2 days	2	0	4	5	3	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	6	0	0	0	6	3	2
													M							
Yes, within 3 days	12	1	11	2	9	[X]	[X]	[X]	[X]	[X]	[X]	[X]	3	9	1	0	4	5	4	8
	13	3	19	11	24	[X]	[X]	[X]	[X]	[X]	[X]	[X]	5	26	7	0	20	28	10	15
Yes, within 4 days	B				B															
	10	1	9	4	5	[X]	[X]	[X]	[X]	[X]	[X]	[X]	4	6	0	1	3	2	5	5
Yes, within 5-7 days	11	3	16	21	13	[X]	[X]	[X]	[X]	[X]	[X]	[X]	7	17	0	5	15	11	13	9
	B		B										M			P	P			
Yes, more than 7 days	5	4	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	3	2	1	3	0	0	1	4
	5	11	2	5	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	5	6	7	14	0	0	3	7
No, I was not told when I'd receive the PAC Code	CE															Q				
	18	7	11	4	7	[X]	[X]	[X]	[X]	[X]	[X]	[X]	14	4	3	4	4	3	6	12
Sigma	19	19	19	21	18	[X]	[X]	[X]	[X]	[X]	[X]	[X]	24	11	20	18	20	17	15	22
Base: Those who were told that it was not possible to supply them w	0	0	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	0	0	0	0	0	0	0
	0	0	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	0	0	0	0	0	0	0
I was told it was not possible at that time due to a technical fault/ th																				

Table 22
Q20. And what reason was given to you for not being able to provide a PAC code?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R
 ** very small base (under 1) ineligible for sig testing

	Payment method				Provider								Scenario		Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: Those who were told that it was not possible to supply them w	11	2	9	7	2	[X]	[X]	[X]	[X]	[X]	[X]	[X]	8	3	1	1	1	1	3	8
I was told it was not possible at that time due to a technical fault/ th	0	0	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	0	0	0	0	0	0	0
	0	0	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	0	0	0	0	0	0	0

I was told I was not eligible to receive a PAC Code	2	0	2	2	0	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	0	0	0	0	0	1	1
	18	0	22	29	0	[<]	[<]	[<]	[<]	[<]	[<]	[<]	25	0	0	0	0	0	33	13
Other reason	9	2	7	5	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	6	3	1	1	1	1	2	7
	82	100	78	71	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	75	100	100	100	100	100	67	88
Sigma	11	2	9	7	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	8	3	1	1	1	1	3	8
	100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	100	100	100	100	100	100

Table 23
Q22. And were you provided with a postal address or email address to send your letter to?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R
** very small base (under 1) ineligible for sig testing

	Payment method				Provider								Scenario	Spend level				Previous experience				
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[X]	[X]	[X]	[X]	[X]	[X]		1	2	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
							A	B	C	D	E	G										H
Base: Those who were told to request PAC Code by email or post (cc	3	-**		3	2	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	1	-**	-**	-**		1	1	2
Yes, was given the address without having to ask for it	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	1	0	0	0	0	0	1	0	
	33	0	33	50	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	100	0	0	0	0	0	100	0	
Yes, was given the address after asking for it	0	0	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	0	0	0	0	0	0	0	0	
	0	0	0	0	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	0	0	0	0	0	0	0	0	0	
No, wasn't given the address	1	0	1	0	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	1	0	1	
	33	0	33	0	100	[X]	[X]	[X]	[X]	[X]	[X]	[X]	50	0	0	0	0	0	100	0	50	
No answer	1	0	1	1	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	1	0	0	0	0	0	0	0	1	
	33	0	33	50	0	[X]	[X]	[X]	[X]	[X]	[X]	[X]	50	0	0	0	0	0	0	0	50	
Sigma	3	0	3	2	1	[X]	[X]	[X]	[X]	[X]	[X]	[X]	2	1	0	0	0	0	1	1	2	
	100	0	100	100	100	[X]	[X]	[X]	[X]	[X]	[X]	[X]	100	100	0	0	0	0	100	100	100	

Table 24
Q23. And overall how helpful did you consider the mobile service provider to be in dealing with your request?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

Payment method					Provider										Scenario	Spend level				Previous experience	
Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining		[<]	[<]	[<]	[<]	[<]	[<]	[<]	1		PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
A	B	C	D	E	F	G	H	I	J	K	L	M	N		O	P	Q	R	S	T	

Base: All	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
4=Very helpful	88	44	44	14	30	[<]	[<]	[<]	[<]	[<]	[<]	[<]	61	27	26	18	13	17	30	58
	58	61	56	48	60	[<]	[<]	[<]	[<]	[<]	[<]	[<]	64	48	72	50	54	65	57	59
3=Quite helpful	35	20	15	7	8	[<]	[<]	[<]	[<]	[<]	[<]	[<]	19	16	6	14	4	4	11	24
	23	28	19	24	16	[<]	[<]	[<]	[<]	[<]	[<]	[<]	20	29	17	39	17	15	21	24
2=Not very helpful	19	6	13	3	10	[<]	[<]	[<]	[<]	[<]	[<]	[<]	10	9	2	4	6	4	6	13
	13	8	16	10	20	[<]	[<]	[<]	[<]	[<]	[<]	[<]	11	16	6	11	25	15	11	13
1=Not at all helpful	9	2	7	5	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	5	4	2	0	1	1	6	3
	6	3	9	17	4	[<]	[<]	[<]	[<]	[<]	[<]	[<]	5	7	6	0	4	4	11	3
			BE																	
Sigma	151	72	79	29	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	95	56	36	36	24	26	53	98
	100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	100	100	100	100	100	100
Top Two Box	123	64	59	21	38	[<]	[<]	[<]	[<]	[<]	[<]	[<]	80	43	32	32	17	21	41	82
	81	89	75	72	76	[<]	[<]	[<]	[<]	[<]	[<]	[<]	84	77	89	89	71	81	77	84
Bottom Two Box		CDE				[<]	[<]	[<]	[<]	[<]		[<]			Q	Q				
	28	8	20	8	12	[<]	[<]	[<]	[<]	[<]	[<]	[<]	15	13	4	4	7	5	12	16
	19	11	25	28	24	[<]	[<]	[<]	[<]	[<]	[<]	[<]	16	23	11	11	29	19	23	16
		B	B	B		[<]						[<]					OP			

Table 25
Q24. And why didn't you consider your mobile service provider to be helpful in dealing with your request?

Proportions/Mean: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R
** very small base (under 1) ineligible for sig testing

	Payment method				Provider								Scenario	Spend level				Previous experience		
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	[<]	[<]	[<]	[<]	[<]	[<]		[<]	1	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Those who did not consider provider to be helpful (codes 'Not	28	8	20	8	12	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	15	13	4	4	7	5	12
Time it took to deal with my request	20	7	13	5	8	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	11	9	4	3	6	2	11
	71	88	65	63	67	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	73	69	100	75	86	40	92
Too much effort into retaining me as a customer	19	4	15	6	9	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	11	8	2	2	5	4	9
	68	50	75	75	75	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	73	62	50	50	71	80	75
The process was not made simple	16	3	13	7	6	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	10	6	3	0	3	3	10
	57	38	65	88	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	67	46	75	0	43	60	83
The manner of the staff	20	6	14	7	7	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	11	9	3	3	4	3	10
	71	75	70	88	58	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	73	69	75	75	57	60	83
Other	7	2	5	3	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	3	4	1	1	1	1	4
	25	25	25	38	17	[<]	[<]	[<]	[<]	[<]	[<]	[<]	[<]	20	31	25	25	14	20	33

Table 26
Q26a.Length to receive PAC Code - SMS

Proportions/Mean: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method					Provider								Scenario	Spend level				Previous experience	
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	G	H	I	J	K	L	M		PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before
A	B	C	D	E									N		O	P	Q	R	S	T
Base: Those who were told they'd receive the PAC Code by SMS (cc	49	19	30	10	20	[<]	[<]	[<]	[<]	[<]	[<]	[<]	33	16	8	11	10	10	21	28
Within minutes	31	17	14	4	10	[<]	[<]	[<]	[<]	[<]	[<]	[<]	24	7	8	9	4	6	16	15
	63	89	47	40	50	[<]	[<]	[<]	[<]	[<]	[<]	[<]	73	44	100	82	40	60	76	54
Within a few hours	4	1	3	2	1	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	2	0	1	1	0	1	3
	8	5	10	20	5	[<]	[<]	[<]	[<]	[<]	[<]	[<]	6	13	0	9	10	0	5	11
Within 1 day	3	0	3	2	1	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	1	0	0	1	0	1	2
	6	0	10	20	5	[<]	[<]	[<]	[<]	[<]	[<]	[<]	6	6	0	0	10	0	5	7
Within 2 days	3	0	3	2	1	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	1	0	0	1	0	0	3
	6	0	10	20	5	[<]	[<]	[<]	[<]	[<]	[<]	[<]	6	6	0	0	10	0	0	11
More than 2 days	5	0	5	0	5	[<]	[<]	[<]	[<]	[<]	[<]	[<]	2	3	0	0	2	3	2	3
	10	0	17	0	25	[<]	[<]	[<]	[<]	[<]	[<]	[<]	6	19	0	0	20	30	10	11
No answer	3	1	2	0	2	[<]	[<]	[<]	[<]	[<]	[<]	[<]	1	2	0	1	1	1	1	2
	6	5	7	0	10	[<]	[<]	[<]	[<]	[<]	[<]	[<]	3	13	0	9	10	10	5	7
Sigma	49	19	30	10	20	[<]	[<]	[<]	[<]	[<]	[<]	[<]	33	16	8	11	10	10	21	28
	100	100	100	100	100	[<]	[<]	[<]	[<]	[<]	[<]	[<]	100	100	100	100	100	100	100	100

Table 27
Q26b. Length to receive PAC Code - email

Proportions/Mean: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

** very small base (under 1) ineligible for sig testing

	Payment method					Provider								Scenario	Spend level				Previous experience			
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	F	G	H	I	J	K	L	M		N	PAYG - 2 <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
																						A
Base: Those who were told they'd receive the PAC Code by email (cc	5	3	2	2	-**									1	4	-**		3	-**		2	3
Within a few hours	2	2	0	0										1	1	0	2	0	0	1	1	
	40	67	0	0	0									100	25	0	67	0	0	50	33	
Within 1 day	1	0	1	1	0									0	1	0	0	0	0	1	0	

Table 29
Q27. And were you informed that the PAC code would only be valid for 30 days?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario	Spend level				Previous experience			
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	1		PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: All		151	72	79	29	50	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	95	56	36	36	24	26	53	98
Yes		120	63	57	21	36	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	77	43	30	33	18	18	44	76
		79	88	72	72	72	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	81	77	83	92	75	69	83	78
No		CDE							[> <]							QR					
		31	9	22	8	14	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	18	13	6	3	6	8	9	22
		21	13	28	28	28	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	19	23	17	8	25	31	17	22
			B	B	B								[> <]				P	P			
Sigma		151	72	79	29	50	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	95	56	36	36	24	26	53	98
		100	100	100	100	100	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	100	100	100	100	100	100	100	100

Table 30
Q28. Have you requested a PAC Code before in the past?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario	Spend level				Previous experience			
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]		1	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
Base: All		151	72	79	29	50	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	95	56	36	36	24	26	53	98
Yes, and I used it to port my number to another provider		42	15	27	8	19	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	23	19	10	5	10	9	42	0
		28	21	34	28	38	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	24	34	28	14	42	35	79	0
Yes, but I did not use it			B		B				[> <]								P	P			
		11	3	8	4	4	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	6	5	0	3	1	3	11	0
		7	4	10	14	8	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	6	9	0	8	4	12	21	0
No				B			[> <]										O	O			
		98	54	44	17	27	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	66	32	26	28	13	14	0	98
		65	75	56	59	54	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	69	57	72	78	54	54	0	100
		CE								[> <]						QR					
Sigma		151	72	79	29	50	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	95	56	36	36	24	26	53	98
		100	100	100	100	100	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	[> <]	100	100	100	100	100	100	100	100

Table 31
Q29. Based on this call experience, would you be more or less likely to recommend your mobile service provider?

Proportions/Means: Columns Tested (10% risk level) - B/C/D/E - F/G/H/I/J/K/L - M/N - O/P/Q/R

	Payment method				Provider								Scenario		Spend level				Previous experience				
	Total	Pay as you go	Monthly contract - All	Monthly contract - out of contract	Monthly contract - >3 months remaining									1	PAYG - <£15	PAYG - >£15	Monthly <£25	Monthly >£25	Requested PAC before	Did not request it before			
						<£10	<£15	<£20	<£25	<£30	<£35	<£40	<£45										
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T			
Base: All		151	72	79	29	50	<£10	<£15	<£20	<£25	<£30	<£35	<£40	95	56	36	36	24	26	53	98		
More likely		57	30	27	10	17	<£10	<£15	<£20	<£25	<£30	<£35	<£40	46	11	19	11	7	10	19	38		
		38	42	34	34	34	<£10	<£15	<£20	<£25	<£30	<£35	<£40	48	20	53	31	29	38	36	39		
About the same		71	32	39	14	25	<£10	<£15	<£20	<£25	<£30	<£35	<£40	N	PQ	37	34	12	20	13	12	24	47
		47	44	49	48	50	<£10	<£15	<£20	<£25	<£30	<£35	<£40			39	61	33	56	54	46	45	48
Less likely		23	10	13	5	8	<£10	<£15	<£20	<£25	<£30	<£35	<£40	M	O	11	5	5	4	4	10	13	
		15	14	16	17	16	<£10	<£15	<£20	<£25	<£30	<£35	<£40			13	20	14	14	17	15	19	13
Sigma		151	72	79	29	50	<£10	<£15	<£20	<£25	<£30	<£35	<£40	95	56	36	36	24	26	53	98		
		100	100	100	100	100	<£10	<£15	<£20	<£25	<£30	<£35	<£40	100	100	100	100	100	100	100	100		