OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

NATION 1
Base : All respondents

REGION/ NATION 6
Base : All respondents

URBANITY 16
Base : All respondents

S4. AGE OF RESPONDENT 21
Base : All respondents

S5. GENDER 26
Base : All respondents

S6. SOCIO-ECONOMIC GROUP 31
Base : All respondents

S7. EMPLOYMENT STATUS OF RESPONDENT 36
Base : All respondents

Q1. SHOWCARD Which of these services do you or does your household have? (That are paid for by you or someone else in your household) 41
Base : All respondents

Q3. SHOWCARD Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use? 46
Base : All respondents

Q4A. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime. 51
Base : Those responsible for the household's TV service

Q4B. SHOWCARD Which one of these is the main type of TV service watched on the household's main TV set? 61
Base : Those responsible for the household's TV service

Q5. SHOWCARD 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? IF NECESSARY – Does your household pay a subscription for any other streaming services to watch TV programmes or films? IF NECESSARY Please just think about services you have to pay to use rather than services to catch-up on broadcast TV programmes you may have missed. 71
Base : All respondents

SUMMARY OF ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 1: NOW TV INCLUDED IN PAY TV, NOT OTT 76
Base : Those responsible for the household's TV service

SUMMARY OF ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 2: NOW TV INCLUDED IN OTT, NOT PAY TV 81
Base : Those responsible for the household's TV service

SUMMARY OF ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 3: NOW TV IN ITS OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR' 86
Base : Those responsible for the household's TV service

Q6A. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone. 91
Base : Those responsible for a mobile phone

Q6B. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on. 101
Base : Those responsible for the household's landline service

Q6C. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on. 111
Base : Those responsible for the household's fixed broadband service

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER 121
Base : Those responsible for the household's TV service

Q6E. OTT SERVICE PROVIDERS 126
Base : Those with any paid streaming services for TV programmes or films/ OTT services

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service? 131
Base : Those responsible for a mobile phone

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service? 141
Base : Those responsible for the household's landline service

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service? 151
Base : Those responsible for the household's fixed broadband service

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service? 161
Base : Those responsible for the household's TV service

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE 171
Base : All respondents

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE 181
Base : Those using the same provider for 2-4 services - Bundle 1

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE 191
Base : All respondents

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE 196
Base : Those using the same provider for an additional 2 services - Bundle 2

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE 201
Base : All respondents

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE 211
Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES 221
Base : All respondents

Q8A. SHOWCARD You said that you receive (SERVICES IN BUNDLE 1) from (BUNDLE 1 PROVIDER). Thinking about these services, do you regard them as a package of services or as individual services? 226
Base : Those using the same provider for 2-4 services - Bundle 1

Q8B. SHOWCARD So which services would you consider to be a package from (BUNDLE 1 PROVIDER)? 231
Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

Q8C. SHOWCARD You said that you receive (SERVICES IN BUNDLE 2) from (BUNDLE 2 PROVIDER). Thinking about these services, do you regard them as a package of services or as individual services? 236
Base : Those using the same provider for an additional 2 services - Bundle 2

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1 241
Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

BUNDLE 1 SUPPLIER 251
Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2 261
Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

BUNDLE 2 SUPPLIER 266
Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE 271
Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE 281
Base : All respondents

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 291
Base : All respondents

Q10A. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use? 296
Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

Q10B. SHOWCARD Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use? 306
Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

SERVICES COVERED WITH RESPONDENT 311
Base : All respondents

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) to make or receive calls? 316
Base : Those responsible for the household's landline service

Q12. SHOWCARD In a typical week, how often is your landline used to make or receive calls? 319
Base : Those in a household that uses the landline to make or receive calls

Q20. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 322
Base : Those responsible for the household's landline service

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 325
Base : Those responsible for the household's landline service

Q23. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 328
Base : Those responsible for the household's landline service

Q24. SHOWCARD Did you contact your provider to receive a discount or did they contact you? 332
Base : Those who have received a discount from their landline service provider in the last twelve months

Q25. SHOWCARD Did you contact your provider to add extra or improved services or did they contact you? 335
Base : Those who have added extra or improved services with their landline service provider in the last twelve months

Q26. SHOWCARD Did you contact your provider to reduce or downgrade services or did they contact you? 338
Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 341
Base : Those responsible for the household's landline service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 347
Base : Those responsible for the household's landline service

Q27. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you... 351
Base : Those responsible for the household's landline service

Q33. SHOWCARD 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'? 354
Base : Those responsible for the household's landline service

Q28. SHOWCARD 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? 357
Base : All responsible for the household's landline service

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 360
Base : Those who have changed supplier in the last 12 months for the household's landline service

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Q30. SHOWCARD Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous landline service provider? 363
Base : Those who have changed supplier in the last 12 months for the household's landline service

Q13. SHOWCARD Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)? 366
Base : Those responsible for a mobile phone

Q14. Thinking of the contract you have for your current mobile phone service with (PROVIDER)... Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service and handset. 370
Base : Those with a monthly contract/ SIM only deal for their mobile phone

Q15. SHOWCARD Which of the following best describes the deal that you are paying for now for your mobile phone? 374
Base : Those with a monthly contract/ SIM only deal for their mobile phone

Q16. SHOWCARD Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended? 378
Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

Q17. Is this mobile phone a smartphone? IF NECESSARY – Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. 382
Base : Those responsible for a mobile phone

Q20. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 386
Base : Those responsible for a mobile phone

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 390
Base : Those responsible for a mobile phone

Q23. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 394
Base : Those responsible for a mobile phone

Q24. SHOWCARD Did you contact your provider to receive a discount or did they contact you? 398
Base : Those who have received a discount from their mobile phone network provider in the last twelve months

Q25. SHOWCARD Did you contact your provider to add extra or improved services or did they contact you? 402
Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

Q26. SHOWCARD Did you contact your provider to reduce or downgrade services or did they contact you? 406
Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 410
Base : Those responsible for a mobile phone

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 418
Base : Those responsible for a mobile phone

Q27. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you... 422
Base : Those responsible for a mobile phone

Q33. SHOWCARD 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'? 426
Base : Those responsible for a mobile phone

Q28. SHOWCARD 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? 430
Base : All responsible for a mobile phone

Q30. SHOWCARD Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous mobile phone service provider? 434
Base : Those who have changed supplier in the last 12 months for a mobile phone

Q18. SHOWCARD Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)? 438
Base : Those responsible for the household's fixed broadband service

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Q20. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 441
Base : Those responsible for the household's fixed broadband service

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 444
Base : Those responsible for the household's fixed broadband service

Q23. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 447
Base : Those responsible for the household's fixed broadband service

Q24. SHOWCARD Did you contact your provider to receive a discount or did they contact you? 451
Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

Q25. SHOWCARD Did you contact your provider to add extra or improved services or did they contact you? 454
Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

Q26. SHOWCARD Did you contact your provider to reduce or downgrade services or did they contact you? 457
Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 460
Base : Those responsible for the household's fixed broadband service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 466
Base : Those responsible for the household's fixed broadband service

Q27. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you... 469
Base : Those responsible for the household's fixed broadband service

Q33. SHOWCARD 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'? 472
Base : Those responsible for the household's fixed broadband service

Q28. SHOWCARD 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? 475
Base : All responsible for the household's broadband service

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 478
Base : Those who have changed supplier in the last 12 months for the household's broadband service

Q30. SHOWCARD Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous fixed broadband service provider? 481
Base : Those who have changed supplier in the last 12 months for the household's broadband service

Q31. SHOWCARD Which of these types of service did you receive from your previous fixed broadband provider? 484
Base : Those who have changed supplier in the last 12 months for the household's broadband service

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels? 487
Base : Those responsible for the household's Pay TV service

Q20. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 491
Base : Those responsible for the household's TV service

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 495
Base : Those responsible for the household's TV service

Q23. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 499
Base : Those responsible for the household's Pay TV service

Q24. SHOWCARD Did you contact your provider to receive a discount or did they contact you? 503
Base : Those who have received a discount from their Pay TV service provider in the last twelve months

Q25. SHOWCARD Did you contact your provider to add extra or improved services or did they contact you? 507
Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Q26. SHOWCARD Did you contact your provider to reduce or downgrade services or did they contact you? 511
Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 515
Base : Those responsible for the household's Pay TV service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 523
Base : Those responsible for the household's Pay TV service

Q27. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you... 528
Base : Those responsible for the household's TV service

Q33. SHOWCARD 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'? 532
Base : Those responsible for the household's TV service

Q28. SHOWCARD 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? 536
Base : All responsible for the household's Pay TV service

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 540
Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous TV service provider? 544
Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

Q32. SHOWCARD And was your previous main TV service... 548
Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

Q28. SHOWCARD 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? 552
Base : All responsible for the household's Free TV service

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 556
Base : Those who have changed supplier in the last 12 months for the household's Free TV service

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to SUPPLIER? IF YES – Which other services did you receive from your previous TV service provider? 560
Base : Those who have changed supplier in the last 12 months for the household's Free TV service

Q32. SHOWCARD And was your previous main TV service... 564
Base : Those who have changed supplier in the last 12 months for the household's Free TV service

LANDLINE - SUMMARY OF BEHAVIOUR 568
Base : Those responsible for the household's landline service

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 573
Base : Those responsible for the household's landline service

MOBILE PHONE - SUMMARY OF BEHAVIOUR 578
Base : Those responsible for a mobile phone

FIXED BROADBAND - SUMMARY OF BEHAVIOUR 583
Base : Those responsible for the household's fixed broadband service

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 588
Base : Those responsible for the household's fixed broadband service

PAY TV - SUMMARY OF BEHAVIOUR 593
Base : Those responsible for the household's Pay TV service

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 598
Base : Those responsible for the household's Pay TV service

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

FREE TV - SUMMARY OF BEHAVIOUR 603
Base : Those responsible for the household's Free TV service

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 608
Base : Those responsible for the household's Free TV service

Q34. SHOWCARD Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV? 613
Base : All respondents

Q35. SHOWCARD Do you tend to look at deals from your own provider, from other providers or both? 618
Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

Q36A. SHOWCARD In terms of communications services such as mobile, landline, broadband and TV... How confident are you about Comparing costs? 623
Base : All respondents

Q36B. SHOWCARD 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? 628
Base : All respondents

Q36C. SHOWCARD 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? 633
Base : All respondents

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do? 638
Base : All respondents (giving their consent to answer this question)

C2. SHOWCARD Which one of these groups best describes your ethnic group or background? 649
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)? 659
Base : All respondents

C4. And what is the total number of children aged under 18 in the household? 664
Base : All respondents

C5. Are any of the other adults in the household working either full time or part time? 669
Base : Those who are not working who live in a household with one or more other adults

C6. SHOWCARD Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. 674
Base : All respondents

FINANCIAL VULNERABILITY 679
Base : Those where it is possible to calculate the Financial Vulnerability Index

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

NATION

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
England	1260	121	699	164	655	497	323	93	61	1075	105	1090	90	770	410	111
	84%	86%	83%	86%	83%	84%	84%	87%	88%	84%	85%	84%	85%	84%	86%	81%
Scotland	129	10	78	17	71	51	38	10	5	104	13	106	11	76	40	15
	9%	7%	9%	9%	9%	9%	10%	9%	7%	8%	10%	8%	10%	8%	8%	11%
Wales	76	3	43	4	42	33	13	3	3	64	6	66	4	46	24	9
	5%	2%	5%	2%	5%	6%	3%	3%	4%	5%	5%	5%	4%	5%	5%	7%
			a		a	b										
Northern Ireland	36	6	17	6	17	11	12	1	1	33	*	33	*	28	5	2
	2%	4%	2%	3%	2%	2%	3%	1%	1%	3%	*%	3%	*%	3%	1%	1%
		b								b		b		b		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

NATION

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
England	1260	55	745	103	698	527	273	94	59	154	425	170	409	329	250	**	**
	84%	85%	84%	85%	84%	85%	83%	86%	84%	86%	83%	87%	83%	85%	83%	**	**
Scotland	129	5	81	12	74	46	40	10	7	13	43	14	42	29	26	**	**
	9%	8%	9%	10%	9%	7%	12%	10%	10%	7%	8%	7%	9%	8%	9%	**	**
							a										
Wales	76	2	41	3	39	33	9	5	4	9	31	10	31	25	15	**	**
	5%	3%	5%	3%	5%	5%	3%	5%	6%	5%	6%	5%	6%	6%	5%	**	**
						b											
Northern Ireland	36	3	16	3	16	13	6	-	-	3	11	3	11	5	9	**	**
	2%	4%	2%	2%	2%	2%	2%	-%	-%	2%	2%	2%	2%	1%	3%	**	**
						c									a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

NATION

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
England	1260	131	231	**	**	580	363	546	714	274	326	**	117	502
	84%	82%	84%	**	**	84%	83%	84%	84%	84%	83%	**	86%	84%
Scotland	129	17	28	**	**	56	45	56	73	32	34	**	12	46
	9%	11%	10%	**	**	8%	10%	9%	9%	10%	9%	**	9%	8%
Wales	76	9	9	**	**	41	18	30	46	12	24	**	6	31
	5%	6%	3%	**	**	6%	4%	5%	5%	4%	6%	**	4%	5%
											a			
Northern Ireland	36	2	7	**	**	14	10	16	20	7	9	**	1	18
	2%	1%	3%	**	**	2%	2%	2%	2%	2%	2%	**	1%	3%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

NATION

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
England	1260	207	492	351	1050	208	95	414	454	389	626	634	342	386	210	322	727	532
	84%	85%	85%	83%	84%	83%	81%	84%	85%	83%	84%	84%	88%	84%	82%	81%	86%	81%
													bcd				b	
Scotland	129	20	45	40	104	25	12	43	44	42	64	65	30	35	25	39	65	64
	9%	8%	8%	9%	8%	10%	11%	9%	8%	9%	9%	9%	8%	8%	10%	10%	8%	10%
Wales	76	11	27	24	61	14	6	25	22	28	39	37	11	25	16	23	37	39
	5%	4%	5%	6%	5%	5%	5%	5%	4%	6%	5%	5%	3%	6%	6%	6%	4%	6%
														a	a	a		
Northern Ireland	36	6	16	8	30	5	3	9	17	9	19	17	4	11	6	14	16	20
	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	1%	2%	2%	3%	2%	3%
																a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

NATION

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
England	1260	1124	135	1260	-	-	**
	84%	86%	73%	100%	-%	-%	**
		b		bc			
Scotland	129	101	28	-	129	-	**
	9%	8%	15%	-%	100%	-%	**
			a		ac		
Wales	76	61	14	-	-	76	**
	5%	5%	8%	-%	-%	100%	**
			a			ab	
Northern Ireland	36	29	7	-	-	-	**
	2%	2%	4%	-%	-%	-%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
North East	62	5	40	9	36	28	16	5	3	51	7	54	5	36	22	9
	4%	3%	5%	4%	5%	5%	4%	4%	4%	4%	6%	4%	5%	4%	5%	6%
North West	166	19	84	24	79	56	47	11	7	133	15	135	14	85	64	13
	11%	14%	10%	13%	10%	9%	12%	10%	11%	10%	12%	10%	13%	9%	13%	10%
															a	
Yorkshire	129	7	78	11	74	50	35	10	5	111	14	113	12	81	44	12
	9%	5%	9%	6%	9%	9%	9%	9%	7%	9%	11%	9%	11%	9%	9%	9%
			a		a											
East Midlands	103	7	53	9	51	39	21	9	8	90	6	90	6	63	33	6
	7%	5%	6%	5%	6%	7%	5%	9%	11%	7%	5%	7%	5%	7%	7%	4%
									ab							
West Midlands	141	20	64	23	60	48	36	10	7	123	8	123	8	70	61	13
	9%	14%	8%	12%	8%	8%	9%	9%	10%	10%	7%	10%	8%	8%	13%	9%
		b		b											a	
East of England	128	15	73	21	67	48	40	12	9	105	13	107	11	74	44	13
	9%	10%	9%	11%	9%	8%	10%	11%	14%	8%	10%	8%	11%	8%	9%	10%
									a							
London	208	16	116	21	111	94	38	14	7	188	14	192	10	149	53	13
	14%	12%	14%	11%	14%	16%	10%	13%	9%	15%	11%	15%	10%	16%	11%	10%
						b						b		bc		
South East	196	19	110	26	103	82	47	13	9	166	15	168	13	135	46	19
	13%	13%	13%	14%	13%	14%	12%	12%	14%	13%	12%	13%	12%	15%	10%	14%
														b		b
South West	126	14	80	19	74	52	42	10	6	107	12	108	11	76	43	13
	8%	10%	10%	10%	9%	9%	11%	9%	9%	8%	10%	8%	11%	8%	9%	9%
Wales	76	3	43	4	42	33	13	3	3	64	6	66	4	46	24	9
	5%	2%	5%	2%	5%	6%	3%	3%	4%	5%	5%	5%	4%	5%	5%	7%
			a		a	b										
Scotland	129	10	78	17	71	51	38	10	5	104	13	106	11	76	40	15
	9%	7%	9%	9%	9%	9%	10%	9%	7%	8%	10%	8%	10%	8%	8%	11%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Northern Ireland	36	6	17	6	17	11	12	1	1	33	*	33	*	28	5	2
	2%	4%	2%	3%	2%	2%	3%	1%	1%	3%	*%	3%	*%	3%	1%	1%
		b								b		b		b		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
North East	62	-	42	5	37	23	19	4	2	12	21	13	21	16	17	**	**
	4%	-%	5%	4%	4%	4%	6%	3%	3%	7%	4%	7%	4%	4%	6%	**	**
			a				a										
North West	166	10	86	16	80	59	37	10	6	16	55	18	53	37	33	**	**
	11%	15%	10%	13%	10%	9%	11%	9%	8%	9%	11%	9%	11%	10%	11%	**	**
Yorkshire	129	4	81	9	76	49	36	11	4	24	39	27	37	24	40	**	**
	9%	7%	9%	7%	9%	8%	11%	10%	6%	14%	8%	13%	8%	6%	13%	**	**
							a			b		b			a		
East Midlands	103	4	54	7	51	40	18	9	8	7	31	8	30	24	14	**	**
	7%	6%	6%	6%	6%	7%	5%	8%	12%	4%	6%	4%	6%	6%	5%	**	**
									ab								
West Midlands	141	6	75	10	70	48	32	8	4	13	54	15	52	40	27	**	**
	9%	8%	8%	8%	9%	8%	10%	7%	6%	7%	11%	8%	11%	10%	9%	**	**
East of England	128	3	77	8	72	48	32	10	8	16	37	18	35	26	27	**	**
	9%	5%	9%	7%	9%	8%	10%	9%	11%	9%	7%	9%	7%	7%	9%	**	**
London	208	12	128	16	123	112	27	19	9	21	82	23	81	71	33	**	**
	14%	18%	14%	14%	15%	18%	8%	17%	13%	12%	16%	12%	16%	18%	11%	**	**
						b		b					a	b			
South East	196	11	118	21	108	91	38	13	10	26	70	29	67	59	36	**	**
	13%	17%	13%	18%	13%	15%	12%	12%	15%	14%	14%	15%	14%	15%	12%	**	**
South West	126	5	85	11	80	56	34	10	7	19	35	20	34	32	23	**	**
	8%	8%	10%	9%	10%	9%	10%	9%	10%	10%	7%	10%	7%	8%	8%	**	**
										b							
Wales	76	2	41	3	39	33	9	5	4	9	31	10	31	25	15	**	**
	5%	3%	5%	3%	5%	5%	3%	5%	6%	5%	6%	5%	6%	6%	5%	**	**
						b											
Scotland	129	5	81	12	74	46	40	10	7	13	43	14	42	29	26	**	**
	9%	8%	9%	10%	9%	7%	12%	10%	10%	7%	8%	7%	9%	8%	9%	**	**
							a										

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Northern Ireland	36	3	16	3	16	13	6	-	-	3	11	3	11	5	9	**	**
	2%	4%	2%	2%	2%	2%	2%	-%	-%	2%	2%	2%	2%	1%	3%	**	**
						c									a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
North East	62	6	13	**	**	34	19	25	37	17	17	**	5	20
	4%	4%	5%	**	**	5%	4%	4%	4%	5%	4%	**	4%	3%
North West	166	10	49	**	**	71	59	56	110	27	42	**	12	77
	11%	6%	18%	**	**	10%	13%	9%	13%	8%	11%	**	9%	13%
			a				a		a					a
Yorkshire	129	14	21	**	**	64	35	53	77	36	27	**	12	48
	9%	9%	7%	**	**	9%	8%	8%	9%	11%	7%	**	8%	8%
										be				
East Midlands	103	11	22	**	**	39	33	42	61	20	27	**	4	49
	7%	7%	8%	**	**	6%	8%	7%	7%	6%	7%	**	3%	8%
										d	d			d
West Midlands	141	17	18	**	**	67	35	65	76	20	35	**	18	64
	9%	11%	6%	**	**	10%	8%	10%	9%	6%	9%	**	13%	11%
													a	a
East of England	128	12	23	**	**	53	35	59	69	31	32	**	12	50
	9%	7%	8%	**	**	8%	8%	9%	8%	10%	8%	**	9%	8%
London	208	23	30	**	**	104	54	93	115	39	65	**	20	79
	14%	14%	11%	**	**	15%	12%	14%	13%	12%	16%	**	15%	13%
											a			
South East	196	19	31	**	**	95	50	93	103	41	55	**	19	76
	13%	12%	11%	**	**	14%	11%	14%	12%	13%	14%	**	14%	13%
South West	126	18	26	**	**	54	44	59	67	43	27	**	14	40
	8%	12%	9%	**	**	8%	10%	9%	8%	13%	7%	**	10%	7%
										be			e	
Wales	76	9	9	**	**	41	18	30	46	12	24	**	6	31
	5%	6%	3%	**	**	6%	4%	5%	5%	4%	6%	**	4%	5%
											a			
Scotland	129	17	28	**	**	56	45	56	73	32	34	**	12	46
	9%	11%	10%	**	**	8%	10%	9%	9%	10%	9%	**	9%	8%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Northern Ireland	36	2	7	**	**	14	10	16	20	7	9	**	1	18
	2%	1%	3%	**	**	2%	2%	2%	2%	2%	2%	**	1%	3%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
North East	62	9	21	21	51	11	3	15	21	26	31	31	16	18	9	19	33	29
	4%	4%	4%	5%	4%	4%	3%	3%	4%	6%	4%	4%	4%	4%	4%	5%	4%	4%
										a								
North West	166	27	59	50	135	31	14	59	50	57	90	76	39	52	26	49	91	75
	11%	11%	10%	12%	11%	12%	12%	12%	9%	12%	12%	10%	10%	11%	10%	12%	11%	11%
Yorkshire	129	24	48	34	107	22	11	46	42	42	60	70	30	32	24	43	63	67
	9%	10%	8%	8%	9%	9%	9%	9%	8%	9%	8%	9%	8%	7%	9%	11%	7%	10%
																b		a
East Midlands	103	16	41	28	86	17	7	30	40	34	51	52	26	33	19	26	58	45
	7%	7%	7%	7%	7%	7%	6%	6%	7%	7%	7%	7%	7%	7%	7%	6%	7%	7%
West Midlands	141	25	54	37	117	23	10	52	46	41	66	75	24	35	32	49	59	81
	9%	10%	9%	9%	9%	9%	9%	11%	9%	9%	9%	10%	6%	8%	13%	12%	7%	12%
															ab	ab		a
East of England	128	18	52	34	105	23	12	39	48	41	62	66	34	45	21	28	79	49
	9%	8%	9%	8%	8%	9%	10%	8%	9%	9%	8%	9%	9%	10%	8%	7%	9%	8%
London	208	34	99	51	184	23	10	73	88	47	108	100	72	72	24	39	144	64
	14%	14%	17%	12%	15%	9%	9%	15%	16%	10%	14%	13%	19%	16%	10%	10%	17%	10%
		e	cef		ef			c	c				cd	cd			b	
South East	196	34	78	54	165	30	16	62	79	54	99	97	59	66	30	40	125	70
	13%	14%	13%	13%	13%	12%	14%	13%	15%	11%	13%	13%	15%	14%	12%	10%	15%	11%
									c				d	d			b	
South West	126	20	39	40	100	27	11	39	40	47	59	67	42	33	23	28	75	52
	8%	8%	7%	10%	8%	11%	10%	8%	8%	10%	8%	9%	11%	7%	9%	7%	9%	8%
				b		bd							bd					
Wales	76	11	27	24	61	14	6	25	22	28	39	37	11	25	16	23	37	39
	5%	4%	5%	6%	5%	5%	5%	5%	4%	6%	5%	5%	3%	6%	6%	6%	4%	6%
														a	a	a		
Scotland	129	20	45	40	104	25	12	43	44	42	64	65	30	35	25	39	65	64
	9%	8%	8%	9%	8%	10%	11%	9%	8%	9%	9%	9%	8%	8%	10%	10%	8%	10%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Northern Ireland	36	6	16	8	30	5	3	9	17	9	19	17	4	11	6	14	16	20
	2%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	1%	2%	2%	3%	2%	3%
																a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
North East	62	45	17	62	-	-	**
	4%	3%	9%	5%	-%	-%	**
			a	bc			
North West	166	161	6	166	-	-	**
	11%	12%	3%	13%	-%	-%	**
		b		bc			
Yorkshire	129	123	7	129	-	-	**
	9%	9%	4%	10%	-%	-%	**
		b		bc			
East Midlands	103	85	19	103	-	-	**
	7%	6%	10%	8%	-%	-%	**
			a	bc			
West Midlands	141	120	21	141	-	-	**
	9%	9%	11%	11%	-%	-%	**
				bc			
East of England	128	103	26	128	-	-	**
	9%	8%	14%	10%	-%	-%	**
			a	bc			
London	208	208	-	208	-	-	**
	14%	16%	-%	17%	-%	-%	**
		b		bc			
South East	196	175	21	196	-	-	**
	13%	13%	11%	16%	-%	-%	**
				bc			
South West	126	106	20	126	-	-	**
	8%	8%	11%	10%	-%	-%	**
				bc			
Wales	76	61	14	-	-	76	**
	5%	5%	8%	-%	-%	100%	**
			a			ab	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Scotland	129	101	28	-	129	-	**
	9%	8%	15%	-%	100%	-%	**
			a		ac		
Northern Ireland	36	29	7	-	-	-	**
	2%	2%	4%	-%	-%	-%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

URBANITY

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Large City	230	20	125	25	119	101	44	14	7	208	14	212	11	164	58	14
	15%	14%	15%	13%	15%	17%	11%	13%	9%	16%	12%	16%	10%	18%	12%	10%
						bd						b		bc		
Smaller city/ large town	352	34	169	41	163	120	83	21	15	307	22	309	19	212	117	38
	23%	24%	20%	21%	21%	20%	22%	19%	22%	24%	18%	24%	18%	23%	24%	28%
										b						
Medium Town	417	38	241	53	226	160	118	28	18	348	37	352	33	245	141	33
	28%	27%	29%	28%	29%	27%	31%	26%	26%	27%	30%	27%	32%	27%	29%	24%
Small town within 10 miles	287	24	173	38	159	120	76	26	18	239	30	243	25	172	97	33
	19%	17%	21%	20%	20%	20%	20%	25%	27%	19%	24%	19%	24%	19%	20%	24%
											a					
Small town more than 10 miles	28	2	20	3	19	13	10	2	1	23	3	24	2	20	7	1
	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	1%
Rural area within 10 miles	136	14	83	23	74	61	37	10	7	113	11	115	9	81	44	13
	9%	10%	10%	12%	9%	10%	9%	10%	10%	9%	9%	9%	9%	9%	9%	9%
Rural area more than 10 miles	50	8	28	10	26	18	18	5	4	37	7	39	6	28	16	5
	3%	6%	3%	5%	3%	3%	5%	5%	6%	3%	5%	3%	5%	3%	3%	4%
							a				a					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

URBANITY

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Large City	230	12	137	17	132	118	32	19	10	22	90	24	89	76	37	**	**
	15%	19%	16%	14%	16%	19%	10%	18%	14%	12%	18%	12%	18%	20%	12%	**	**
						b		b			a		a	b			
Smaller city/ large town	352	14	179	23	170	126	67	23	15	29	122	35	115	92	59	**	**
	23%	21%	20%	19%	21%	20%	20%	21%	21%	16%	24%	18%	23%	24%	20%	**	**
											a		a				
Medium Town	417	15	249	30	233	158	106	26	17	49	144	52	141	102	91	**	**
	28%	23%	28%	25%	28%	25%	32%	24%	24%	27%	28%	27%	29%	26%	30%	**	**
							ac										
Small town within 10 miles	287	13	183	29	168	131	65	27	21	41	101	46	95	74	68	**	**
	19%	21%	21%	24%	20%	21%	20%	24%	30%	23%	20%	24%	19%	19%	23%	**	**
									ab								
Small town more than 10 miles	28	1	20	2	19	13	7	2	-	5	7	5	7	6	6	**	**
	2%	1%	2%	1%	2%	2%	2%	1%	-%	3%	1%	2%	1%	2%	2%	**	**
Rural area within 10 miles	136	7	86	15	78	58	34	9	6	21	39	21	38	32	28	**	**
	9%	11%	10%	12%	9%	9%	10%	9%	9%	12%	8%	11%	8%	8%	9%	**	**
										b							
Rural area more than 10 miles	50	3	30	5	27	16	17	3	2	13	6	13	6	8	12	**	**
	3%	5%	3%	4%	3%	3%	5%	3%	3%	7%	1%	7%	1%	2%	4%	**	**
							a			b		b			a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

URBANITY

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Large City	230	26	33	**	**	113	60	102	128	41	70	**	23	91
	15%	17%	12%	**	**	16%	14%	16%	15%	13%	18%	**	17%	15%
											a			
Smaller city/ large town	352	41	66	**	**	151	107	147	205	55	90	**	28	167
	23%	26%	24%	**	**	22%	25%	23%	24%	17%	23%	**	20%	28%
											a			abd
Medium Town	417	40	83	**	**	194	123	181	236	91	113	**	34	163
	28%	25%	30%	**	**	28%	28%	28%	28%	28%	29%	**	25%	27%
Small town within 10 miles	287	24	54	**	**	142	78	116	171	68	77	**	31	101
	19%	15%	20%	**	**	21%	18%	18%	20%	21%	20%	**	23%	17%
										e			e	
Small town more than 10 miles	28	6	7	**	**	12	12	14	14	11	6	**	3	8
	2%	4%	2%	**	**	2%	3%	2%	2%	3%	1%	**	2%	1%
										be				
Rural area within 10 miles	136	12	23	**	**	60	35	66	70	41	32	**	12	49
	9%	8%	8%	**	**	9%	8%	10%	8%	13%	8%	**	9%	8%
										be				
Rural area more than 10 miles	50	10	10	**	**	19	20	21	28	18	5	**	6	20
	3%	6%	4%	**	**	3%	5%	3%	3%	6%	1%	**	4%	3%
							a			be			b	b

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

URBANITY

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Large City	230	38	109	57	204	27	12	83	95	52	118	112	74	78	30	47	153	77
	15%	16%	19%	13%	16%	11%	10%	17%	18%	11%	16%	15%	19%	17%	12%	12%	18%	12%
		e	cef		ef			c	c				cd	cd			b	
Smaller city/ large town	352	70	145	87	302	49	24	141	113	97	179	173	63	102	57	130	165	187
	23%	29%	25%	21%	24%	19%	20%	29%	21%	21%	24%	23%	16%	22%	22%	33%	20%	28%
		cef	ce		ce			bc						a	a	abc		a
Medium Town	417	68	158	115	340	76	37	131	151	134	203	214	102	128	76	111	230	187
	28%	28%	27%	27%	27%	30%	32%	27%	28%	29%	27%	28%	26%	28%	29%	28%	27%	29%
Small town within 10 miles	287	40	96	96	232	54	25	82	101	104	140	148	91	82	55	59	173	114
	19%	17%	17%	23%	19%	22%	21%	17%	19%	22%	19%	20%	23%	18%	21%	15%	21%	17%
				abd		b				a			bd		d		b	
Small town more than 10 miles	28	5	10	7	22	6	3	9	9	11	13	15	8	6	4	10	14	14
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%
Rural area within 10 miles	136	17	47	42	106	29	12	35	53	48	71	65	36	47	25	28	83	53
	9%	7%	8%	10%	9%	12%	10%	7%	10%	10%	9%	9%	9%	10%	10%	7%	10%	8%
						abd			a	a				d				
Rural area more than 10 miles	50	5	15	19	39	11	5	11	14	24	24	26	13	13	10	13	26	23
	3%	2%	3%	5%	3%	4%	4%	2%	3%	5%	3%	3%	3%	3%	4%	3%	3%	4%
				ab						ab								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

URBANITY

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Large City	230	230	-	222	8	-	**
	15%	18%	-%	18%	6%	-%	**
		b		bc	c		
Smaller city/ large town	352	352	-	295	14	26	**
	23%	27%	-%	23%	11%	35%	**
		b		b		ab	
Medium Town	417	417	-	365	30	15	**
	28%	32%	-%	29%	23%	20%	**
		b		bc			
Small town within 10 miles	287	287	-	218	49	20	**
	19%	22%	-%	17%	38%	27%	**
		b			ac	a	
Small town more than 10 miles	28	28	-	23	-	-	**
	2%	2%	-%	2%	-%	-%	**
		b		b			
Rural area within 10 miles	136	-	136	114	-	14	**
	9%	-%	73%	9%	-%	19%	**
			a	b		ab	
Rural area more than 10 miles	50	-	50	21	28	-	**
	3%	-%	27%	2%	22%	-%	**
			a		ac		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

S4. AGE OF RESPONDENT

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Under 25 years	244	2	55	5	52	31	26	11	6	236	5	237	3	164	77	38
	16%	2%	7%	3%	7%	5%	7%	10%	8%	18%	4%	18%	3%	18%	16%	27%
			a		a			a		b		b				ab
25-34 years	248	7	138	13	132	96	49	21	11	229	17	232	15	173	74	33
	17%	5%	16%	7%	17%	16%	13%	20%	15%	18%	14%	18%	14%	19%	15%	24%
			a		a	b		b						b		b
35-44 years	331	17	231	33	215	176	71	33	21	294	30	298	25	234	90	20
	22%	12%	28%	17%	27%	30%	19%	31%	30%	23%	24%	23%	24%	25%	19%	15%
			a		a	b		b	b					bc		
45-54 years	205	13	140	21	132	99	54	15	10	168	26	171	23	139	54	21
	14%	9%	17%	11%	17%	17%	14%	14%	15%	13%	21%	13%	22%	15%	11%	16%
			a		a						a		a	b		
55-64 years	217	21	146	30	136	100	67	17	13	178	24	182	20	114	88	12
	14%	15%	17%	16%	17%	17%	17%	16%	19%	14%	19%	14%	19%	12%	18%	9%
											a				ac	
65-74 years	135	30	82	35	77	56	56	7	6	102	14	104	12	65	50	10
	9%	21%	10%	18%	10%	9%	14%	6%	9%	8%	11%	8%	11%	7%	11%	7%
		b		b			ac								a	
75 years or over	117	50	46	55	41	34	62	2	1	67	8	69	7	31	45	4
	8%	36%	5%	29%	5%	6%	16%	2%	2%	5%	7%	5%	6%	3%	9%	3%
		b		b		c	acd								ac	
Prefer not to say	3	-	2	-	2	1	*	1	1	1	1	1	1	1	1	-
	*%	-%	*%	-%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	*%	-%
									b		a		a			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

S4. AGE OF RESPONDENT

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Under 25 years	244	11	61	14	59	41	32	12	7	11	42	14	39	23	30	**	**
	16%	17%	7%	11%	7%	7%	10%	11%	9%	6%	8%	7%	8%	6%	10%	**	**
		b		b			a	a							a		
25-34 years	248	9	155	16	147	109	55	22	10	26	94	28	92	71	49	**	**
	17%	13%	18%	14%	18%	18%	17%	20%	15%	14%	18%	14%	19%	18%	16%	**	**
35-44 years	331	17	243	36	225	197	64	35	23	46	144	52	137	119	71	**	**
	22%	26%	28%	29%	27%	32%	19%	32%	33%	25%	28%	27%	28%	31%	24%	**	**
						b		b	b					b			
45-54 years	205	9	151	17	143	106	54	19	13	28	94	29	93	69	53	**	**
	14%	14%	17%	14%	17%	17%	16%	17%	18%	15%	18%	15%	19%	18%	17%	**	**
55-64 years	217	9	149	19	139	95	64	13	11	38	77	41	74	63	52	**	**
	14%	14%	17%	16%	17%	15%	19%	12%	15%	21%	15%	21%	15%	16%	17%	**	**
							ac			b		b					
65-74 years	135	6	83	11	78	50	39	6	5	16	39	17	38	28	27	**	**
	9%	9%	9%	9%	9%	8%	12%	5%	8%	9%	8%	9%	8%	7%	9%	**	**
							ac										
75 years or over	117	4	37	8	33	22	20	2	2	15	19	15	19	15	19	**	**
	8%	6%	4%	7%	4%	4%	6%	2%	2%	8%	4%	8%	4%	4%	6%	**	**
				b			ac			b		b					
Prefer not to say	3	-	2	-	2	1	1	-	-	-	1	-	1	1	*	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

S4. AGE OF RESPONDENT

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Under 25 years	244	7	13	**	**	54	20	153	91	17	34	**	9	183
	16%	4%	5%	**	**	8%	5%	24%	11%	5%	9%	**	6%	31%
						b		b			a			abd
25-34 years	248	32	33	**	**	120	65	130	118	50	76	**	24	93
	17%	20%	12%	**	**	17%	15%	20%	14%	15%	19%	**	18%	16%
		b						b			e			
35-44 years	331	35	51	**	**	190	87	176	155	81	122	**	33	86
	22%	22%	19%	**	**	27%	20%	27%	18%	25%	31%	**	24%	14%
						b		b		e	ae		e	
45-54 years	205	14	36	**	**	122	49	92	113	47	70	**	25	51
	14%	9%	13%	**	**	18%	11%	14%	13%	15%	18%	**	18%	9%
						b				e	e		e	
55-64 years	217	31	45	**	**	115	76	71	146	65	58	**	18	66
	14%	19%	16%	**	**	17%	18%	11%	17%	20%	15%	**	13%	11%
									a	bde	e			
65-74 years	135	25	43	**	**	55	68	19	115	41	25	**	15	48
	9%	15%	16%	**	**	8%	16%	3%	14%	13%	6%	**	11%	8%
							a		a	be			b	
75 years or over	117	15	55	**	**	33	70	6	111	22	9	**	13	71
	8%	9%	20%	**	**	5%	16%	1%	13%	7%	2%	**	9%	12%
			a				a		a	b			b	ab
Prefer not to say	3	1	-	**	**	1	1	*	2	*	*	**	*	1
	*%	*%	-%	**	**	*%	*%	*%	*%	*%	*%	**	*%	*%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

S4. AGE OF RESPONDENT

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Under 25 years	244	244	-	-	244	-	-	244	-	-	129	115	42	100	42	61	141	103
	16%	100%	-%	-%	20%	-%	-%	50%	-%	-%	17%	15%	11%	22%	16%	15%	17%	16%
		bcdef			bcef			bc						acd	a	a		
25-34 years	248	-	248	-	248	-	-	248	-	-	116	132	48	82	46	72	129	119
	17%	-%	43%	-%	20%	-%	-%	50%	-%	-%	15%	18%	12%	18%	18%	18%	15%	18%
			acdef		acef			bc						a	a	a		
35-44 years	331	-	331	-	331	-	-	-	331	-	154	177	108	106	52	65	214	117
	22%	-%	57%	-%	27%	-%	-%	-%	62%	-%	21%	24%	28%	23%	20%	16%	25%	18%
			acdef		acef				ac				bcd	d			b	
45-54 years	205	-	-	205	205	-	-	-	205	-	97	109	68	53	36	49	121	84
	14%	-%	-%	49%	16%	-%	-%	-%	38%	-%	13%	14%	18%	12%	14%	12%	14%	13%
				abdef	abef				ac				bd					
55-64 years	217	-	-	217	217	-	-	-	-	217	115	103	63	59	35	60	123	95
	14%	-%	-%	51%	17%	-%	-%	-%	-%	46%	15%	14%	16%	13%	13%	15%	14%	14%
				abdef	abef					ab								
65-74 years	135	-	-	-	-	135	-	-	-	135	74	61	31	33	27	43	64	70
	9%	-%	-%	-%	-%	53%	-%	-%	-%	29%	10%	8%	8%	7%	11%	11%	8%	11%
						abcdf				ab					b	b		a
75 years or over	117	-	-	-	-	117	117	-	-	117	62	55	27	25	19	46	52	65
	8%	-%	-%	-%	-%	47%	100%	-%	-%	25%	8%	7%	7%	5%	7%	12%	6%	10%
						abcd	abcde			ab						abc		a
Prefer not to say	3	-	-	-	-	-	-	-	-	-	1	2	-	1	1	1	1	2
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	*%	*%	*%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Under 25 years	244	222	22	207	20	11	**
	16%	17%	12%	16%	15%	14%	**
		b					
25-34 years	248	224	24	207	23	15	**
	17%	17%	13%	16%	18%	19%	**
35-44 years	331	293	38	285	22	12	**
	22%	22%	20%	23%	17%	16%	**
				b			
45-54 years	205	176	29	169	22	10	**
	14%	13%	16%	13%	17%	13%	**
55-64 years	217	185	32	182	18	14	**
	14%	14%	17%	14%	14%	19%	**
65-74 years	135	111	24	112	12	8	**
	9%	8%	13%	9%	9%	10%	**
			a				
75 years or over	117	101	16	95	12	6	**
	8%	8%	9%	8%	10%	8%	**
Prefer not to say	3	2	*	2	-	1	**
	*%	*%	*%	*%	-%	1%	**
						a	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

S5. GENDER

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Male	748	69	412	96	384	284	196	50	31	630	65	640	55	452	243	67
	50%	49%	49%	50%	49%	48%	51%	47%	45%	49%	52%	49%	52%	49%	51%	49%
Female	752	72	427	96	402	308	190	57	38	645	60	654	51	469	236	70
	50%	51%	51%	50%	51%	52%	49%	53%	55%	51%	48%	51%	48%	51%	49%	51%

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Male	748	35	434	64	404	302	167	51	28	89	247	97	239	190	146	**	**
	50%	53%	49%	53%	49%	49%	51%	47%	40%	49%	48%	49%	48%	49%	49%	**	**
							d										
Female	752	30	449	57	423	318	162	58	42	91	263	100	254	199	155	**	**
	50%	47%	51%	47%	51%	51%	49%	53%	60%	51%	52%	51%	52%	51%	51%	**	**
									b								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

S5. GENDER

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Male	748	79	139	**	**	336	218	327	421	160	190	**	70	304
	50%	50%	50%	**	**	49%	50%	50%	49%	49%	48%	**	51%	51%
Female	752	80	137	**	**	354	217	321	431	164	203	**	66	294
	50%	50%	50%	**	**	51%	50%	50%	51%	51%	52%	**	49%	49%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

S5. GENDER

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	**16-24**	**25-44**	**45-64**	**UNDER 65**	**65+**	**75+**	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Male	748	129	270	211	611	136	62	245	251	251	748	-	212	217	139	180	429	319
	50%	53%	47%	50%	49%	54%	53%	50%	47%	53%	100%	-%	55%	48%	54%	45%	51%	49%
		b				bd				b	b		bd		bd			
Female	752	115	309	211	635	116	55	247	285	218	-	752	176	240	118	218	416	336
	50%	47%	53%	50%	51%	46%	47%	50%	53%	47%	-%	100%	45%	52%	46%	55%	49%	51%
			ae		e				c			a		ac		ac		

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

S5. GENDER

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Male	748	653	95	626	64	39	**
	50%	50%	51%	50%	50%	51%	**
Female	752	662	90	634	65	37	**
	50%	50%	49%	50%	50%	49%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 6

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
AB	388	25	281	44	262	187	119	31	17	335	36	342	28	242	128	27
	26%	18%	34%	23%	33%	32%	31%	29%	25%	26%	29%	26%	27%	26%	27%	20%
			a		a									c	c	
C1	457	43	257	56	243	190	109	32	18	387	47	393	42	305	130	50
	30%	30%	31%	29%	31%	32%	28%	30%	27%	30%	38%	30%	39%	33%	27%	37%
											a		a	b		b
C2	257	21	139	29	131	97	64	16	12	224	15	226	14	153	86	19
	17%	15%	17%	15%	17%	16%	17%	15%	17%	18%	12%	17%	13%	17%	18%	14%
										b						
DE	398	52	161	62	151	119	94	28	22	330	26	333	22	220	135	40
	27%	37%	19%	32%	19%	20%	24%	26%	31%	26%	21%	26%	21%	24%	28%	29%
		b		b			a		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.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
AB	388	15	293	36	271	202	106	35	20	55	173	63	165	123	105	**	**
	26%	23%	33%	30%	33%	33%	32%	32%	29%	30%	34%	32%	33%	32%	35%	**	**
			a														
C1	457	22	278	37	264	207	94	36	21	56	171	60	167	141	86	**	**
	30%	34%	32%	31%	32%	33%	29%	32%	30%	31%	33%	30%	34%	36%	29%	**	**
						b								b			
C2	257	14	147	24	138	100	62	18	13	31	81	33	78	62	50	**	**
	17%	22%	17%	20%	17%	16%	19%	16%	19%	17%	16%	17%	16%	16%	17%	**	**
DE	398	13	165	24	154	112	66	22	16	38	86	41	82	63	60	**	**
	27%	20%	19%	20%	19%	18%	20%	20%	22%	21%	17%	21%	17%	16%	20%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 6

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
AB	388	39	54	**	**	228	93	219	169	103	141	**	41	89
	26%	24%	19%	**	**	33%	21%	34%	20%	32%	36%	**	30%	15%
						b		b		e	e		e	
C1	457	33	64	**	**	227	96	231	226	86	129	**	50	174
	30%	20%	23%	**	**	33%	22%	36%	26%	27%	33%	**	37%	29%
						b		b			a		ae	
C2	257	26	51	**	**	111	77	99	158	62	63	**	21	107
	17%	16%	19%	**	**	16%	18%	15%	19%	19%	16%	**	15%	18%
									a					
DE	398	62	107	**	**	124	169	98	300	73	61	**	24	227
	27%	39%	39%	**	**	18%	39%	15%	35%	23%	15%	**	18%	38%
							a		a	b				abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 6

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
AB	388	42	156	132	329	58	27	89	176	122	212	176	388	-	-	-	388	-
	26%	17%	27%	31%	26%	23%	23%	18%	33%	26%	28%	23%	100%	-%	-%	-%	46%	-%
			a	adef	a	a			ac	a	b		bcd				b	
C1	457	100	188	112	399	58	25	181	158	117	217	240	-	457	-	-	457	-
	30%	41%	32%	26%	32%	23%	21%	37%	30%	25%	29%	32%	-%	100%	-%	-%	54%	-%
		bcdef	cef		cef			bc	c					acd			b	
C2	257	42	98	70	210	46	19	88	88	81	139	118	-	-	257	-	-	257
	17%	17%	17%	17%	17%	18%	16%	18%	16%	17%	19%	16%	-%	-%	100%	-%	-%	39%
											b				abd			a
DE	398	61	137	109	307	89	46	133	114	150	180	218	-	-	-	398	-	398
	27%	25%	24%	26%	25%	36%	40%	27%	21%	32%	24%	29%	-%	-%	-%	100%	-%	61%
						abcd	abcd	b		ab		a				abc		a

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

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
AB	388	339	49	342	30	11	**
	26%	26%	26%	27%	23%	15%	**
				c			
C1	457	397	60	386	35	25	**
	30%	30%	33%	31%	27%	34%	**
C2	257	222	36	210	25	16	**
	17%	17%	19%	17%	19%	21%	**
DE	398	357	41	322	39	23	**
	27%	27%	22%	26%	31%	30%	**
		b					

Columns Tested: 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.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
In full time employment	632	34	424	55	404	300	159	53	30	554	62	562	54	429	187	56
	42%	24%	51%	29%	51%	51%	41%	50%	43%	43%	50%	43%	51%	47%	39%	41%
			a		a	b		b					a	b		
In part time employment	222	13	121	20	114	83	51	16	12	197	19	199	17	141	75	22
	15%	9%	14%	11%	14%	14%	13%	15%	17%	15%	16%	15%	16%	15%	16%	16%
			a		a											
Unemployed	121	4	39	6	37	29	15	8	7	110	4	110	4	76	38	15
	8%	3%	5%	3%	5%	5%	4%	8%	10%	9%	3%	9%	3%	8%	8%	11%
								b	ab	b		b				
A student	101	-	17	1	15	13	3	3	2	98	2	99	1	75	24	17
	7%	-%	2%	1%	2%	2%	1%	3%	3%	8%	2%	8%	1%	8%	5%	12%
			a			b		b	b	b		b		b		ab
Full- time responsibility for home/ family	96	5	62	8	58	46	21	12	6	88	4	88	4	61	32	12
	6%	3%	7%	4%	7%	8%	5%	11%	8%	7%	4%	7%	4%	7%	7%	9%
			a		a			b								
Retired	294	82	161	97	146	113	131	12	10	200	31	207	25	116	115	14
	20%	59%	19%	51%	19%	19%	34%	12%	14%	16%	25%	16%	24%	13%	24%	10%
		b		b		c	acd				a		a		ac	
Other	33	2	13	3	12	8	6	3	3	27	2	28	1	22	7	3
	2%	2%	2%	2%	1%	1%	2%	2%	4%	2%	1%	2%	1%	2%	1%	2%
Refused	2	-	1	-	1	1	-	-	-	2	-	2	-	1	*	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
In full time employment	632	30	464	53	441	338	156	61	34	85	285	93	277	219	151	**	**
	42%	45%	53%	44%	53%	55%	48%	56%	48%	47%	56%	47%	56%	56%	50%	**	**
					a	b					a		a	b			
In part time employment	222	10	131	20	121	93	48	16	11	26	75	29	71	58	42	**	**
	15%	15%	15%	17%	15%	15%	15%	15%	16%	14%	15%	15%	14%	15%	14%	**	**
Unemployed	121	6	42	9	39	32	16	8	6	5	25	8	22	15	16	**	**
	8%	9%	5%	8%	5%	5%	5%	7%	8%	3%	5%	4%	5%	4%	5%	**	**
		b															
A student	101	2	17	3	16	15	5	3	2	2	9	2	9	6	6	**	**
	7%	3%	2%	3%	2%	2%	1%	3%	3%	1%	2%	1%	2%	2%	2%	**	**
Full- time responsibility for home/ family	96	4	63	8	59	43	24	10	7	15	36	16	35	29	22	**	**
	6%	6%	7%	6%	7%	7%	7%	9%	10%	9%	7%	8%	7%	7%	7%	**	**
Retired	294	11	152	25	138	87	76	10	8	40	73	42	72	55	59	**	**
	20%	17%	17%	21%	17%	14%	23%	9%	11%	22%	14%	21%	15%	14%	20%	**	**
							acd			b		b			a		
Other	33	2	12	3	12	10	5	2	2	6	6	6	6	6	5	**	**
	2%	4%	1%	2%	1%	2%	1%	2%	3%	3%	1%	3%	1%	2%	2%	**	**
		b								b		b					
Refused	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,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.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
In full time employment	632	52	88	**	**	370	141	355	277	146	225	**	70	166
	42%	33%	32%	**	**	54%	32%	55%	32%	45%	57%	**	51%	28%
						b		b		e	ae		e	
In part time employment	222	20	27	**	**	100	47	109	113	45	61	**	19	90
	15%	13%	10%	**	**	15%	11%	17%	13%	14%	16%	**	14%	15%
						b		b						
Unemployed	121	21	24	**	**	31	46	31	90	17	18	**	5	78
	8%	13%	9%	**	**	4%	10%	5%	11%	5%	4%	**	4%	13%
							a		a					abd
A student	101	3	4	**	**	11	7	69	32	6	9	**	3	83
	7%	2%	1%	**	**	2%	2%	11%	4%	2%	2%	**	2%	14%
								b						abd
Full- time responsibility for home/ family	96	12	18	**	**	51	30	35	61	26	31	**	4	33
	6%	8%	7%	**	**	7%	7%	5%	7%	8%	8%	**	3%	5%
										de	de			
Retired	294	46	105	**	**	113	151	36	258	77	44	**	33	128
	20%	29%	38%	**	**	16%	35%	6%	30%	24%	11%	**	24%	21%
			a				a		a	b			b	b
Other	33	5	10	**	**	12	14	13	19	6	5	**	2	20
	2%	3%	3%	**	**	2%	3%	2%	2%	2%	1%	**	2%	3%
							a							b
Refused	2	-	-	**	**	1	-	-	2	1	1	**	-	*
	*%	-%	-%	**	**	*%	-%	-%	*%	*%	*%	**	-%	*%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
In full time employment	632	76	343	204	623	8	*	219	319	94	395	236	224	230	116	62	454	177
	42%	31%	59%	48%	50%	3%	*%	45%	59%	20%	53%	31%	58%	50%	45%	16%	54%	27%
		ef	acdef	aef	aef	f		c	ac		b		bcd	d	d		b	
In part time employment	222	42	106	66	214	8	2	78	104	39	64	157	47	82	49	43	130	92
	15%	17%	18%	16%	17%	3%	1%	16%	19%	8%	9%	21%	12%	18%	19%	11%	15%	14%
		ef	ef	ef	ef			c	c			a		ad	ad			
Unemployed	121	29	47	43	119	2	1	52	47	21	63	58	2	7	2	110	9	112
	8%	12%	8%	10%	10%	1%	1%	11%	9%	5%	8%	8%	*%	1%	1%	28%	1%	17%
		bef	ef	ef	ef			c	c							abc		a
A student	101	88	11	1	100	*	-	95	5	*	46	54	24	49	15	14	72	29
	7%	36%	2%	*%	8%	*%	-%	19%	1%	*%	6%	7%	6%	11%	6%	3%	9%	4%
		bcdef	cef		bcef			bc	c				d	acd	d		b	
Full- time responsibility for home/ family	96	8	59	28	95	1	-	42	41	14	7	89	13	16	20	47	29	67
	6%	3%	10%	7%	8%	*%	-%	8%	8%	3%	1%	12%	3%	4%	8%	12%	3%	10%
		ef	acdef	aef	aef			c	c			a			ab	abc		a
Retired	294	-	*	61	62	231	114	-	4	289	151	143	75	69	53	98	144	151
	20%	-%	*%	15%	5%	92%	97%	-%	1%	62%	20%	19%	19%	15%	21%	25%	17%	23%
				abd	ab	abcd	abcde		a	ab			b		b	ab		a
Other	33	1	12	18	31	1	*	6	16	11	20	13	3	5	2	24	7	26
	2%	1%	2%	4%	3%	1%	*%	1%	3%	2%	3%	2%	1%	1%	1%	6%	1%	4%
			ae	abdef	aef				a							abc		a
Refused	2	-	1	1	2	-	-	-	1	1	-	2	1	-	-	1	1	1
	*%	-%	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%	*%	*%

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

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
In full time employment	632	562	70	537	60	22	**
	42%	43%	38%	43%	46%	29%	**
				c	c		
In part time employment	222	191	31	188	15	12	**
	15%	15%	17%	15%	11%	16%	**
Unemployed	121	111	10	97	11	7	**
	8%	8%	5%	8%	9%	10%	**
		b					
A student	101	94	7	85	7	5	**
	7%	7%	4%	7%	6%	7%	**
		b					
Full- time responsibility for home/ family	96	78	18	82	7	7	**
	6%	6%	10%	6%	5%	9%	**
			a				
Retired	294	249	45	245	27	16	**
	20%	19%	25%	19%	21%	21%	**
			a				
Other	33	28	4	25	2	6	**
	2%	2%	2%	2%	2%	7%	**
						ab	
Refused	2	1	1	1	-	1	**
	*%	*%	*%	*%	-%	1%	**
						a	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 8

Any break column with 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. SHOWCARD Which of these services do you or does your household have? (That are paid for by you or someone else in your household)

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Mobile phone	1425	100	817	150	767	573	343	105	67	1276	124	1294	106	921	479	137
	95%	71%	97%	78%	97%	97%	89%	98%	97%	100%	100%	100%	100%	100%	100%	100%
			a		a	b		b	b							
Landline phone (i.e. home phone)	1245	140	838	192	786	592	386	107	69	1044	118	1061	100	769	392	113
	83%	100%	100%	100%	100%	100%	100%	100%	100%	82%	95%	82%	95%	84%	82%	83%
											a		a			
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	61	824	112	773	569	316	103	66	1053	121	1071	104	792	382	117
	81%	44%	98%	59%	98%	96%	82%	97%	95%	83%	98%	83%	98%	86%	80%	86%
			a		a	b		b	b		a		a	b		b
A TV service that you or anyone else watches	1410	130	803	181	752	566	367	102	66	1200	118	1217	101	863	455	125
	94%	93%	96%	94%	96%	96%	95%	95%	96%	94%	95%	94%	95%	94%	95%	91%
			a												c	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 8

Any break column with 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. SHOWCARD Which of these services do you or does your household have? (That are paid for by you or someone else in your household)

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Mobile phone	1425	63	866	117	811	611	317	109	69	170	499	187	482	380	290	**	**
	95%	96%	98%	97%	98%	99%	97%	99%	99%	95%	98%	95%	98%	98%	96%	**	**
						b		b			a		a				
Landline phone (i.e. home phone)	1245	45	860	98	806	588	317	100	64	152	493	168	477	367	278	**	**
	83%	69%	97%	81%	97%	95%	97%	91%	92%	85%	97%	85%	97%	94%	92%	**	**
			a		a	c	cd				a		a				
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	65	883	121	827	620	328	110	70	147	497	164	480	370	274	**	**
	81%	100%	100%	100%	100%	100%	100%	100%	100%	82%	98%	83%	97%	95%	91%	**	**
											a		a	b			
A TV service that you or anyone else watches	1410	59	846	113	792	590	314	103	66	180	510	197	493	389	301	**	**
	94%	90%	96%	93%	96%	95%	96%	94%	95%	100%	100%	100%	100%	100%	100%	**	**
			a														

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 8

Any break column with 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. SHOWCARD Which of these services do you or does your household have? (That are paid for by you or someone else in your household)

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Mobile phone	1425	146	243	**	**	669	390	644	781	313	388	**	130	545
	95%	91%	88%	**	**	97%	89%	99%	92%	97%	99%	**	96%	91%
						b		b		e	ade		e	
Landline phone (i.e. home phone)	1245	112	188	**	**	645	301	592	653	324	393	**	113	366
	83%	71%	68%	**	**	93%	69%	91%	77%	100%	100%	**	83%	61%
						b		b		de	de		e	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	107	148	**	**	645	256	621	594	324	393	**	122	327
	81%	67%	54%	**	**	93%	59%	96%	70%	100%	100%	**	90%	55%
		b				b		b		de	de		e	
A TV service that you or anyone else watches	1410	159	276	**	**	690	436	623	787	293	393	**	130	545
	94%	100%	100%	**	**	100%	100%	96%	92%	90%	100%	**	96%	91%
								b			ade		ae	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 8

Any break column with 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. SHOWCARD Which of these services do you or does your household have? (That are paid for by you or someone else in your household)

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Mobile phone	1425	243	576	408	1227	196	79	490	528	405	707	718	377	441	244	363	818	607
	95%	100%	100%	97%	98%	78%	67%	100%	98%	86%	95%	95%	97%	96%	95%	91%	97%	93%
		cef	cdef	ef	cef	f		bc	c				cd	d	d		b	
Landline phone (i.e. home phone)	1245	196	470	362	1027	216	100	386	457	401	617	628	368	400	209	268	768	477
	83%	80%	81%	86%	82%	86%	85%	78%	85%	85%	82%	83%	95%	87%	81%	67%	91%	73%
				abd		ab			a	a			bcd	cd	d		b	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	216	503	355	1075	138	45	426	474	314	600	615	368	405	207	235	773	442
	81%	89%	87%	84%	86%	55%	39%	87%	88%	67%	80%	82%	95%	89%	80%	59%	92%	67%
		cef	ef	ef	ef	f		c	c				bcd	cd	d		b	
A TV service that you or anyone else watches	1410	226	542	402	1170	238	109	452	509	447	697	713	377	430	237	366	807	603
	94%	93%	94%	95%	94%	95%	94%	92%	95%	95%	93%	95%	97%	94%	92%	92%	95%	92%
									a	a			bcd				b	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 8

Any break column with 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. SHOWCARD Which of these services do you or does your household have? (That are paid for by you or someone else in your household)

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Mobile phone	1425	1253	172	1202	119	71	**
	95%	95%	93%	95%	92%	94%	**
		b		b			
Landline phone (i.e. home phone)	1245	1082	163	1052	103	60	**
	83%	82%	88%	84%	80%	79%	**
			a				
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	1061	154	1032	100	56	**
	81%	81%	83%	82%	78%	74%	**
				c			
A TV service that you or anyone else watches	1410	1237	173	1187	118	73	**
	94%	94%	94%	94%	91%	96%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 9

Any break column with 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. SHOWCARD 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Mobile phone	1400	95	806	143	758	566	336	102	64	1276	124	1294	106	921	479	137
	93%	68%	96%	74%	96%	95%	87%	95%	92%	100%	100%	100%	100%	100%	100%	100%
			a		a	b		b								
Landline phone (i.e. home phone) or line rental	978	140	838	192	786	592	386	107	69	787	114	803	99	586	316	74
	65%	100%	100%	100%	100%	100%	100%	100%	100%	62%	92%	62%	93%	64%	66%	54%
											a		a	c	c	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	948	57	822	108	772	566	313	102	64	794	121	812	104	608	307	83
	63%	41%	98%	56%	98%	96%	81%	96%	93%	62%	97%	63%	98%	66%	64%	60%
			a		a	b		b	b		a		a			
TV service	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
	75%	87%	94%	88%	94%	93%	92%	91%	90%	72%	92%	73%	92%	72%	78%	60%
			a		a						a		a	c	ac	
MOBILE ONLY	290	-	-	-	-	-	-	-	-	290	-	290	-	203	87	46
	19%	-%	-%	-%	-%	-%	-%	-%	-%	23%	-%	22%	-%	22%	18%	33%
										b		b		b		ab
LANDLINE ONLY	9	9	-	9	-	2	6	1	1	-	-	-	-	-	-	-
	1%	6%	-%	4%	-%	*%	2%	1%	1%	-%	-%	-%	-%	-%	-%	-%
		b		b			a									
BROADBAND ONLY	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
TV ONLY	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 9

Any break column with 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. SHOWCARD 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 - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Mobile phone	1400	61	854	112	803	603	312	107	67	164	494	180	478	374	284	**	**
	93%	94%	97%	93%	97%	97%	95%	97%	96%	91%	97%	91%	97%	96%	95%	**	**
					a	b					a		a				
Landline phone (i.e. home phone) or line rental	978	29	850	82	798	574	305	96	62	138	487	155	470	358	267	**	**
	65%	45%	96%	67%	96%	93%	93%	87%	88%	77%	95%	79%	95%	92%	89%	**	**
			a		a	c	c				a		a				
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	948	65	883	121	827	620	328	110	70	136	496	153	479	364	267	**	**
	63%	100%	100%	100%	100%	100%	100%	100%	100%	75%	97%	78%	97%	94%	89%	**	**
											a		a	b			
TV service	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	**	**
	75%	73%	94%	82%	94%	92%	93%	90%	90%	100%	100%	100%	100%	100%	100%	**	**
			a		a												
MOBILE ONLY	290	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**	**
	19%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**	**
LANDLINE ONLY	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	**	**
	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**	**
BROADBAND ONLY	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	**	**
	*%	1%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	**	**
		b		b													
TV ONLY	22	-	-	-	-	-	-	-	-	5	-	5	-	3	2	**	**
	1%	-%	-%	-%	-%	-%	-%	-%	-%	3%	-%	2%	-%	1%	1%	**	**
										b		b					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 9

Any break column with 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. SHOWCARD 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Mobile phone	1400	142	239	**	**	658	382	633	767	307	384	**	129	532
	93%	89%	87%	**	**	95%	88%	98%	90%	95%	98%	**	95%	89%
						b		b		e	ade		e	
Landline phone (i.e. home phone) or line rental	978	108	177	**	**	625	285	439	539	324	393	**	103	109
	65%	68%	64%	**	**	91%	65%	68%	63%	100%	100%	**	76%	18%
						b		b		de	de		e	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	948	107	140	**	**	632	247	471	477	324	393	**	120	61
	63%	67%	51%	**	**	92%	57%	73%	56%	100%	100%	**	88%	10%
		b				b		b		de	de		e	
TV service	1125	159	276	**	**	690	435	470	655	280	393	**	127	276
	75%	100%	100%	**	**	100%	100%	73%	77%	86%	100%	**	93%	46%
									a	e	ade		ae	
MOBILE ONLY	290	-	-	**	**	-	1	144	146	-	-	**	-	290
	19%	-%	-%	**	**	-%	*%	22%	17%	-%	-%	**	-%	49%
								b						abd
LANDLINE ONLY	9	-	-	**	**	-	-	1	8	-	-	**	-	9
	1%	-%	-%	**	**	-%	-%	*%	1%	-%	-%	**	-%	1%
									a					ab
BROADBAND ONLY	1	-	-	**	**	-	-	1	-	-	-	**	-	1
	*%	-%	-%	**	**	-%	-%	*%	-%	-%	-%	**	-%	*%
TV ONLY	22	6	11	**	**	5	17	4	18	-	-	**	-	22
	1%	4%	4%	**	**	1%	4%	1%	2%	-%	-%	**	-%	4%
							a		a					abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 9

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Mobile phone	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
	93%	98%	98%	94%	97%	76%	65%	99%	96%	84%	93%	94%	96%	95%	93%	89%	95%	91%
		cef	cdef	ef	cef	f		bc	c				d	d	d		b	
Landline phone (i.e. home phone) or line rental	978	57	392	319	769	208	96	202	401	374	480	498	306	299	160	213	605	373
	65%	23%	68%	76%	62%	83%	82%	41%	75%	80%	64%	66%	79%	65%	62%	53%	72%	57%
			ad	abd	a	abcd	abcd		a	ab			bcd	d	d		b	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	948	73	424	318	815	131	42	236	421	289	468	479	308	301	162	178	608	340
	63%	30%	73%	75%	65%	52%	36%	48%	78%	62%	63%	64%	79%	66%	63%	45%	72%	52%
			adef	adef	aef	af			ac	a			bcd	d	d		b	
TV service	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
	75%	30%	80%	86%	72%	90%	89%	52%	83%	89%	74%	76%	83%	71%	73%	74%	76%	73%
			ad	abd	a	abcd	abd		a	ab			bcd					
MOBILE ONLY	290	159	86	37	282	8	4	209	57	24	145	145	54	105	50	81	159	131
	19%	65%	15%	9%	23%	3%	3%	42%	11%	5%	19%	19%	14%	23%	19%	20%	19%	20%
		bcdef	cef	ef	bcef			bc	c					a	a	a		
LANDLINE ONLY	9	-	1	2	3	5	4	1	1	7	4	4	1	3	2	3	4	5
	1%	-%	*%	1%	*%	2%	3%	*%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%
						abcd	abcd			ab								
BROADBAND ONLY	1	-	-	1	1	-	-	-	-	1	1	-	-	-	-	1	-	1
	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%
TV ONLY	22	1	3	9	14	8	6	1	9	11	12	10	1	5	6	11	6	17
	1%	1%	1%	2%	1%	3%	5%	*%	2%	2%	2%	1%	*%	1%	2%	3%	1%	3%
				abd		abd	abcd		a	a					a	ab		a

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Mobile phone	1400	1231	169	1180	117	70	**
	93%	94%	91%	94%	90%	92%	**
Landline phone (i.e. home phone) or line rental	978	845	133	820	89	46	**
	65%	64%	72%	65%	69%	61%	**
			a				
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	948	822	125	800	86	42	**
	63%	63%	68%	64%	67%	56%	**
					c		
TV service	1125	990	135	942	101	59	**
	75%	75%	73%	75%	78%	77%	**
MOBILE ONLY	290	257	34	246	20	15	**
	19%	20%	18%	20%	16%	20%	**
LANDLINE ONLY	9	7	1	9	-	-	**
	1%	1%	1%	1%	-%	-%	**
BROADBAND ONLY	1	1	-	1	-	-	**
	*%	*%	-%	*%	-%	-%	**
TV ONLY	22	20	2	16	3	3	**
	1%	2%	1%	1%	2%	4%	**
						a	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
Freeview (via TV aerial, free to view channels)	461 41%	80 66% b	232 29%	99 58% b	214 29%	156 28%	156 44% ad	35 36% a	20 32%	370 40%	39 34%	379 40% b	30 30%	231 35%	178 47% ac	28 34%
Sky TV (satellite TV, monthly subscription)	430 38%	30 25%	362 46% a	52 31%	339 46% a	272 49% b	119 33%	44 46% b	28 45% b	373 40% b	35 30%	377 40% b	31 32%	273 41% b	135 36%	28 34%
Virgin TV (cable TV)	158 14%	7 5%	136 17% a	8 5%	135 18% a	95 17% bcd	48 13%	9 10%	6 10%	124 13%	27 24% a	127 13%	25 25% a	101 15%	51 14%	15 18%
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	79 7%	3 3%	60 8% a	8 5%	56 8%	35 6%	29 8%	8 8%	4 6%	70 8%	6 5%	70 7%	6 6%	53 8%	23 6%	6 7%
BT TV	69 6%	1 1%	62 8% a	5 3%	58 8% a	30 5%	33 9% a	9 9%	6 10%	55 6%	12 10% a	57 6%	10 10% a	41 6%	26 7%	7 9%
Freesat (satellite TV, no monthly subscription)	50 4%	3 3%	39 5%	7 4%	35 5%	28 5%	14 4%	7 7%	5 9% b	40 4%	6 5%	41 4%	5 5%	35 5% b	11 3%	5 6%
TalkTalk TV	32 3%	4 4%	26 3%	7 4%	24 3%	20 4%	10 3%	4 4%	3 4%	27 3%	4 3%	27 3%	3 3%	23 3%	8 2%	5 6% b
YouView (no monthly subscription)	8 1%	1 1%	6 1%	3 2%	4 1%	5 1%	2 1%	1 1%	* 1%	6 1%	2 2%	7 1%	1 1%	4 1%	4 1%	2 2%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
Plusnet TV	7	2	5	3	4	2	5	1	1	5	2	7	*	4	3	1
	1%	2%	1%	2%	*%	*%	1%	1%	1%	1%	2%	1%	*%	1%	1%	2%
				b			a									
EE TV	6	1	3	1	3	3	1	1	1	3	3	3	3	5	1	2
	1%	1%	*%	1%	*%	1%	*%	1%	2%	*%	2%	*%	3%	1%	*%	2%
											a		a			b
SUMMARY																
ANY PAY TV SERVICES	718	46	603	77	573	428	222	69	43	602	82	611	74	458	226	58
	64%	38%	77%	46%	77%	77%	62%	71%	69%	65%	72%	65%	76%	69%	60%	70%
			a		a	b		b					a	b		b
ANY FREE TV SERVICES	509	84	270	108	246	183	170	42	25	407	46	419	34	266	188	34
	45%	69%	34%	64%	33%	33%	48%	43%	40%	44%	40%	44%	35%	40%	50%	41%
		b		b			a	a				b			ac	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
Freeview (via TV aerial, free to view channels)	461	**	242	53	220	168	105	37	22	20	49	23	46	33	35	**	**
	41%	**	29%	53% b	28%	29%	34%	37%	36%	11%	10%	11%	9%	9%	12%	**	**
Sky TV (satellite TV, monthly subscription)	430	**	380	38	356	270	124	40	27	154	273	163	264	219	208	**	**
	38%	**	46%	38%	46%	47% b	41%	40%	42%	86% b	53%	83% b	54%	56%	69% a	**	**
Virgin TV (cable TV)	158	**	147	3	144	96	51	12	7	8	149	11	147	100	57	**	**
	14%	**	18%	3%	18% a	17%	17%	12%	11%	4%	29% a	5%	30% a	26% b	19%	**	**
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	79	**	65	9	60	43	25	10	5	25	36	26	35	35	26	**	**
	7%	**	8%	9%	8%	8%	8%	10%	8%	14% b	7%	13% b	7%	9%	9%	**	**
BT TV	69	**	63	5	59	34	30	7	4	9	56	14	50	37	27	**	**
	6%	**	8%	5%	8%	6%	10% a	7%	6%	5%	11% a	7%	10%	10%	9%	**	**
Freesat (satellite TV, no monthly subscription)	50	**	39	9	35	29	15	7	5	3	1	3	1	4	1	**	**
	4%	**	5%	9% b	5%	5%	5%	7%	9%	2% b	*%	2% b	*%	1%	*%	**	**
TalkTalk TV	32	**	29	3	27	21	9	4	2	4	24	5	23	20	9	**	**
	3%	**	3%	3%	3%	4%	3%	4%	3%	2%	5%	3%	5%	5%	3%	**	**
YouView (no monthly subscription)	8	**	6	3	4	4	3	1	*	*	2	2	-	*	2	**	**
	1%	**	1%	3% b	1%	1%	1%	1%	1%	*%	*%	1% b	-%	*%	1%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
Plusnet TV	7	**	6	2	5	4	3	1	1	1	6	3	5	2	5	**	**
	1%	**	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	**	**
EE TV	6	**	6	-	6	5	1	1	1	-	6	-	6	5	1	**	**
	1%	**	1%	-%	1%	1%	*%	1%	2%	-%	1%	-%	1%	1%	*%	**	**
													a	b			
SUMMARY																	
ANY PAY TV SERVICES	718	**	640	52	607	437	221	68	42	180	510	197	493	389	301	**	**
	64%	**	77%	52%	78%	76%	72%	69%	66%	100%	100%	100%	100%	100%	100%	**	**
					a	cd											
ANY FREE TV SERVICES	509	**	280	63	253	195	120	44	28	23	51	26	47	37	37	**	**
	45%	**	34%	63%	32%	34%	39%	44%	44%	13%	10%	13%	10%	9%	12%	**	**
				b			a	a	a								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
Freeview (via TV aerial, free to view channels)	461	131	262	**	**	68	393	140	321	161	39	**	43	216
	41%	82%	95%	**	**	10%	90%	30%	49%	57%	10%	**	34%	78%
			a				a		a	bd			b	abd
Sky TV (satellite TV, monthly subscription)	430	2	1	**	**	427	3	217	213	95	232	**	48	44
	38%	1%	*%	**	**	62%	1%	46%	33%	34%	59%	**	38%	16%
						b		b		e	ade		e	
Virgin TV (cable TV)	158	-	1	**	**	157	1	77	82	3	100	**	26	4
	14%	-%	*%	**	**	23%	*%	16%	12%	1%	25%	**	21%	2%
						b		b			ae		ae	
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	79	9	9	**	**	61	18	79	-	25	29	**	10	14
	7%	6%	3%	**	**	9%	4%	17%	-%	9%	7%	**	8%	5%
						b		b		e				
BT TV	69	2	3	**	**	64	5	34	36	8	40	**	10	3
	6%	2%	1%	**	**	9%	1%	7%	5%	3%	10%	**	8%	1%
						b					ae		ae	
Freesat (satellite TV, no monthly subscription)	50	30	15	**	**	5	45	24	26	32	*	**	6	10
	4%	19%	5%	**	**	1%	10%	5%	4%	11%	*%	**	5%	4%
		b					a			bde			b	b
TalkTalk TV	32	2	1	**	**	28	4	18	14	5	17	**	8	1
	3%	2%	*%	**	**	4%	1%	4%	2%	2%	4%	**	6%	1%
						b		b			ae		ae	
YouView (no monthly subscription)	8	3	3	**	**	2	6	5	2	3	1	**	1	2
	1%	2%	1%	**	**	*%	1%	1%	*%	1%	*%	**	1%	1%
							a	b		b				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
Plusnet TV	7	-	-	**	**	7	-	6	2	*	3	**	2	1
	1%	-%	-%	**	**	1%	-%	1%	*%	*%	1%	**	2%	*%
						b		b					a	
EE TV	6	-	-	**	**	6	-	4	3	-	2	**	3	-
	1%	-%	-%	**	**	1%	-%	1%	*%	-%	1%	**	2%	-%
						b							abe	
SUMMARY														
ANY PAY TV SERVICES	718	16	12	**	**	690	28	373	345	120	393	**	94	61
	64%	10%	4%	**	**	100%	6%	79%	53%	43%	100%	**	74%	22%
		b				b		b		e	ade		ae	
ANY FREE TV SERVICES	509	159	276	**	**	74	435	164	345	191	39	**	49	226
	45%	100%	100%	**	**	11%	100%	35%	53%	68%	10%	**	39%	82%
							a		a	bd			b	abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	**16-24**	**25-44**	**45-64**	**UNDER 65**	**65+**	**75+**	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Freeview (via TV aerial, free to view channels)	461 41%	19 26%	166 36% a	140 39% a	325 36% a	135 60% abcd	67 65% abcd	85 33%	157 35%	218 52% ab	230 42%	231 40%	105 33%	110 34%	81 43% ab	165 56% abc	215 33%	246 51% a
Sky TV (satellite TV, monthly subscription)	430 38%	35 48% ef	196 43% ef	146 40% ef	377 42% ef	53 23%	19 18%	111 43% c	192 43% c	127 30%	216 39%	214 37%	144 45% cd	134 42% d	68 36% d	84 29%	278 43% b	152 32%
Virgin TV (cable TV)	158 14%	11 15% f	68 15% ef	58 16% ef	137 15% ef	21 9%	6 6%	35 13%	74 16% c	49 12%	74 13%	85 15%	54 17% cd	60 19% cd	22 12%	23 8%	114 18% b	45 9%
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	79 7%	10 14% cef	42 9% cef	22 6% ef	75 8% ef	5 2%	1 1%	27 10% c	35 8% c	17 4%	38 7%	41 7%	29 9% d	23 7% d	15 8% d	12 4%	52 8% b	27 6%
BT TV	69 6%	2 3%	29 6%	24 7%	55 6%	14 6%	4 4%	12 5%	31 7%	25 6%	37 7%	33 6%	28 9% d	20 6%	11 6%	11 4%	48 7% b	22 4%
Freesat (satellite TV, no monthly subscription)	50 4%	2 3%	17 4%	16 5%	36 4%	14 6%	5 5%	7 3%	17 4%	25 6% a	22 4%	27 5%	17 5%	12 4%	7 3%	14 5%	29 4%	21 4%
TalkTalk TV	32 3%	3 4%	16 3%	8 2%	27 3%	5 2%	4 3%	11 4% c	13 3%	7 2%	12 2%	20 4%	9 3%	9 3%	9 5% d	5 2%	18 3%	14 3%
YouView (no monthly subscription)	8 1%	1 1%	2 *%	4 1%	6 1%	2 1%	1 1%	1 *%	2 *%	5 1%	5 1%	3 1%	3 1%	* *%	3 2% b	1 *%	3 1%	4 1%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Plusnet TV	7	1	3	2	6	1	-	3	3	1	5	3	4	2	*	1	6	2
	1%	1%	1%	1%	1%	1%	-%	1%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%
EE TV	6	1	2	3	6	-	-	3	2	1	2	4	1	2	1	3	2	4
	1%	2%	*%	1%	1%	-%	-%	1%	*%	*%	*%	1%	*%	*%	1%	1%	*%	1%
		e		e				c										
SUMMARY																		
ANY PAY TV SERVICES	718	56	322	246	624	92	34	179	324	213	348	370	239	234	116	129	473	245
	64%	77%	70%	68%	70%	41%	33%	70%	72%	51%	63%	65%	75%	72%	62%	44%	74%	51%
		ef	ef	ef	ef	f		c	c				cd	cd	d		b	
ANY FREE TV SERVICES	509	22	182	156	359	149	73	93	172	243	252	257	122	121	89	177	243	266
	45%	29%	39%	43%	40%	66%	71%	36%	38%	58%	45%	45%	38%	37%	47%	60%	38%	55%
				a	a	abcd	abcd			ab					ab	abc		a

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
Freeview (via TV aerial, free to view channels)	461	406	55	382	42	**	**
	41%	41%	41%	41%	41%	**	**
Sky TV (satellite TV, monthly subscription)	430	366	64	358	34	**	**
	38%	37%	48%	38%	34%	**	**
			a				
Virgin TV (cable TV)	158	155	4	136	15	**	**
	14%	16%	3%	14%	15%	**	**
		b					
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	79	68	11	71	3	**	**
	7%	7%	8%	8%	3%	**	**
				b			
BT TV	69	56	13	54	6	**	**
	6%	6%	10%	6%	6%	**	**
			a				
Freesat (satellite TV, no monthly subscription)	50	38	11	42	6	**	**
	4%	4%	8%	4%	6%	**	**
			a				
TalkTalk TV	32	31	1	30	2	**	**
	3%	3%	1%	3%	2%	**	**
YouView (no monthly subscription)	8	7	1	7	-	**	**
	1%	1%	1%	1%	-%	**	**
Plusnet TV	7	6	1	7	1	**	**
	1%	1%	1%	1%	1%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 10

Any break column with 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. SHOWCARD Please think about all the TV sets in your household and any other devices that are used to watch TV programmes. Please read through the full list of TV services to let me know which you have at home. Please also think about any TV services which may be built-in to any TVs in your household, as well as any you receive through a set-top box connected to the TV set Which of these types of TV service does your household use at all? IF NECESSARY – We're interested in services you could use to watch broadcast TV channels like BBC and ITV. We'll ask a separate question about services like Netflix and Amazon Prime.

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
EE TV	6	6	1	6	-	**	**
	1%	1%	*%	1%	-%	**	**
SUMMARY							
ANY PAY TV SERVICES	718	633	85	605	57	**	**
	64%	64%	63%	64%	57%	**	**
ANY FREE TV SERVICES	509	444	64	422	48	**	**
	45%	45%	48%	45%	47%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 11

Any break column with 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. SHOWCARD 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
Sky TV (satellite TV, monthly subscription)	424 38%	30 24%	358 45% a	51 30%	336 45% a	269 49% b	118 33%	44 46% b	28 45% b	369 40% b	34 29%	373 40% b	31 31%	269 41% b	134 36%	28 33%
Freeview (via TV aerial, free to view channels)	389 35%	73 60% b	173 22%	88 52% b	158 21%	113 20%	133 37% acd	24 25%	14 23%	306 33%	32 28%	313 33% b	25 26%	189 29%	149 40% ac	21 25%
Virgin TV (cable TV)	157 14%	7 5%	135 17% a	8 5%	133 18% a	94 17% c	48 13%	9 10%	6 10%	123 13%	27 24% a	125 13%	25 25% a	101 15%	50 13%	15 18%
BT TV	57 5%	- -%	53 7% a	3 2%	50 7% a	25 5%	28 8% a	6 7%	4 6%	45 5%	10 9% a	47 5%	9 9% a	35 5%	21 6%	6 7%
Freesat (satellite TV, no monthly subscription)	42 4%	3 3%	33 4%	7 4%	29 4%	23 4%	13 4%	6 6%	5 9% ab	35 4%	4 3%	37 4%	2 2%	30 5% b	9 2%	5 6% b
TalkTalk TV	26 2%	4 4%	21 3%	5 3%	20 3%	16 3%	9 2%	4 4%	3 4%	23 2%	2 2%	23 2%	2 2%	19 3%	6 2%	4 5% b
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	13 1%	2 1%	6 1%	3 2% b	5 1%	6 1%	2 1%	2 2%	- -%	13 1%	- -%	13 1%	- -%	10 1%	4 1%	1 1%
Plusnet TV	6 1%	1 1%	4 1%	2 1%	3 *%	2 *%	4 1%	1 1%	1 1%	4 *%	1 1%	5 1%	* *%	3 *%	2 1%	1 1%
EE TV	5 *%	1 1%	3 *%	1 1%	3 *%	3 1%	1 *%	1 1%	1 2%	3 *%	3 2% a	3 *%	3 3% a	5 1% b	- -%	2 2% b

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
YouView (no monthly subscription)	4	1	3	1	3	2	1	-	-	3	1	3	1	3	1	1
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	1%
SUMMARY																
ANY PAY TV	690	45	580	74	551	415	210	67	42	580	78	588	69	441	216	56
	61%	37%	74%	44%	74%	75%	59%	69%	68%	63%	68%	62%	71%	67%	58%	68%
			a		a	b		b					a	b		b
ANY FREE TV	435	77	208	95	190	138	147	30	20	344	37	353	28	222	159	26
	39%	63%	26%	56%	26%	25%	41%	31%	32%	37%	32%	38%	29%	33%	42%	32%
		b		b			ac					b			ac	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 11

Any break column with 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. SHOWCARD 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
Sky TV (satellite TV, monthly subscription)	424	**	375	37	352	266	123	40	27	153	272	162	263	217	207	**	**
	38%	**	45%	37%	45%	47%	40%	40%	42%	85%	53%	82%	53%	56%	69%	**	**
						b				b		b			a		
Freeview (via TV aerial, free to view channels)	389	**	179	44	162	126	80	28	17	-	-	-	-	-	-	**	**
	35%	**	22%	44%	21%	22%	26%	28%	28%	-%	-%	-%	-%	-%	-%	**	**
				b													
Virgin TV (cable TV)	157	**	146	3	143	95	51	12	7	8	149	11	147	100	57	**	**
	14%	**	18%	3%	18%	17%	17%	12%	11%	4%	29%	5%	30%	26%	19%	**	**
					a						a		a	b			
BT TV	57	**	52	3	50	29	24	5	2	4	53	9	48	36	21	**	**
	5%	**	6%	3%	6%	5%	8%	5%	4%	2%	10%	5%	10%	9%	7%	**	**
							a				a		a				
Freesat (satellite TV, no monthly subscription)	42	**	33	8	29	23	14	7	5	-	-	-	-	-	-	**	**
	4%	**	4%	8%	4%	4%	5%	7%	9%	-%	-%	-%	-%	-%	-%	**	**
				b					a								
TalkTalk TV	26	**	24	1	23	17	7	4	2	3	23	3	23	19	7	**	**
	2%	**	3%	1%	3%	3%	2%	4%	3%	2%	5%	2%	5%	5%	2%	**	**
											a		a	b			
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	13	**	8	2	7	7	2	2	1	11	2	11	2	9	4	**	**
	1%	**	1%	2%	1%	1%	1%	2%	2%	6%	*%	6%	*%	2%	1%	**	**
				b						b		b					
Plusnet TV	6	**	6	1	5	2	3	1	1	*	6	1	5	2	4	**	**
	1%	**	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	**	**
EE TV	5	**	5	-	5	5	1	1	1	-	5	-	5	5	-	**	**
	*%	**	1%	-%	1%	1%	*%	1%	2%	-%	1%	-%	1%	1%	-%	**	**
									b					b			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 11

Any break column with 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. SHOWCARD 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
YouView (no monthly subscription)	4	**	3	1	3	2	1	-	-	-	-	-	-	-	-	**	**
	*%	**	*%	1%	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	**	**
SUMMARY																	
ANY PAY TV	690	**	617	47	585	422	210	64	40	180	510	197	493	389	301	**	**
	61%	**	74%	47%	75%	74%	69%	65%	64%	100%	100%	100%	100%	100%	100%	**	**
					a	bcd											
ANY FREE TV	435	**	214	52	194	151	96	35	23	-	-	-	-	-	-	**	**
	39%	**	26%	53%	25%	26%	31%	35%	36%	-%	-%	-%	-%	-%	-%	**	**
				b			a	a	a								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 11

Any break column with 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. SHOWCARD 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
Sky TV (satellite TV, monthly subscription)	424	-	-	**	**	424	-	213	212	91	232	**	46	44
	38%	-%	-%	**	**	62%	-%	45%	32%	33%	59%	**	36%	16%
						b		b		e	ade		e	
Freeview (via TV aerial, free to view channels)	389	129	260	**	**	-	389	97	292	148	-	**	32	208
	35%	81%	94%	**	**	-%	89%	21%	45%	53%	-%	**	26%	76%
			a				a		a	bd			b	abd
Virgin TV (cable TV)	157	-	-	**	**	157	-	77	81	2	100	**	26	4
	14%	-%	-%	**	**	23%	-%	16%	12%	1%	25%	**	21%	2%
						b		b			ae		ae	
BT TV	57	-	-	**	**	57	-	26	31	1	40	**	7	2
	5%	-%	-%	**	**	8%	-%	6%	5%	*%	10%	**	5%	1%
						b					ade		ae	
Freesat (satellite TV, no monthly subscription)	42	28	14	**	**	-	42	20	22	29	-	**	4	9
	4%	18%	5%	**	**	-%	10%	4%	3%	10%	-%	**	3%	3%
		b					a			bde			b	b
TalkTalk TV	26	-	-	**	**	26	-	13	13	1	17	**	6	1
	2%	-%	-%	**	**	4%	-%	3%	2%	*%	4%	**	5%	1%
						b					ae		ae	
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	13	-	-	**	**	13	-	13	-	6	-	**	2	5
	1%	-%	-%	**	**	2%	-%	3%	-%	2%	-%	**	1%	2%
						b		b		b			b	b
Plusnet TV	6	-	-	**	**	6	-	5	1	-	3	**	1	*
	1%	-%	-%	**	**	1%	-%	1%	*%	-%	1%	**	1%	*%
						b		b					a	
EE TV	5	-	-	**	**	5	-	4	2	-	2	**	2	-
	*%	-%	-%	**	**	1%	-%	1%	*%	-%	1%	**	2%	-%
						b							ae	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 11

Any break column with 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. SHOWCARD 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
YouView (no monthly subscription)	4	2	2	**	**	-	4	3	1	2	-	**	1	1
	*%	1%	1%	**	**	-%	1%	1%	*%	1%	-%	**	1%	*%
							a			b			b	
SUMMARY														
ANY PAY TV	690	-	-	**	**	690	-	350	340	101	393	**	90	57
	61%	-%	-%	**	**	100%	-%	75%	52%	36%	100%	**	71%	21%
						b		b		e	ade		ae	
ANY FREE TV	435	159	276	**	**	-	435	120	315	179	-	**	37	219
	39%	100%	100%	**	**	-%	100%	25%	48%	64%	-%	**	29%	79%
							a		a	bd			b	abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 11

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Sky TV (satellite TV, monthly subscription)	424 38%	35 48% ef	193 42% ef	145 40% ef	374 42% ef	51 22%	19 18%	109 42% c	191 43% c	124 30%	214 39%	211 37%	141 44% cd	133 41% d	67 36% d	83 28%	274 43% b	150 31%
Freeview (via TV aerial, free to view channels)	389 35%	17 23%	138 30%	109 30%	264 29%	124 55% abcd	64 62% abcd	77 30%	123 28%	188 45% ab	196 35%	193 34%	75 23%	87 27%	70 37% ab	157 54% abc	162 25%	227 47% a
Virgin TV (cable TV)	157 14%	11 15% f	67 15% ef	57 16% ef	135 15% ef	21 9%	6 6%	35 13%	73 16% c	49 12%	73 13%	84 15%	54 17% cd	59 18% cd	22 12% d	22 8%	113 18% b	44 9%
BT TV	57 5%	2 3%	24 5%	19 5%	45 5%	11 5%	4 3%	11 4%	26 6%	20 5%	30 5%	27 5%	21 7% d	18 6% d	9 5%	9 3%	39 6% b	18 4%
Freesat (satellite TV, no monthly subscription)	42 4%	2 3%	12 3%	15 4%	29 3%	13 6% bd	5 5%	7 3%	11 3%	24 6% ab	20 4%	22 4%	16 5%	9 3%	6 3%	11 4%	25 4%	17 4%
TalkTalk TV	26 2%	2 3%	13 3%	8 2%	23 3%	4 2%	3 3%	10 4% c	10 2%	6 2%	9 2%	18 3% a	5 2%	9 3%	9 5% ad	4 1%	14 2%	13 3%
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	13 1%	1 1%	7 1%	4 1%	12 1%	1 1%	1 1%	2 1%	8 2%	3 1%	5 1%	8 1%	2 1%	6 2%	3 1%	2 1%	8 1%	5 1%
Plusnet TV	6 1%	1 1%	3 1%	2 *%	5 1%	* *%	- -%	3 1% c	2 1%	* *%	3 1%	3 *%	4 1%	1 *%	* *%	1 *%	4 1%	2 *%
EE TV	5 *%	1 2% e	2 *%	2 1%	5 1%	- -%	- -%	3 1% c	1 *%	1 *%	2 *%	4 1%	- -%	2 *%	1 1%	3 1% a	2 *%	4 1%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 11

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	**16-24**	**25-44**	**45-64**	**UNDER 65**	**65+**	**75+**	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
YouView (no monthly subscription)	4	1	2	1	3	1	1	1	2	2	2	2	1	*	1	1	2	2
	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
SUMMARY																		
ANY PAY TV	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
	61%	73%	67%	65%	67%	39%	32%	67%	70%	49%	61%	62%	71%	70%	59%	42%	71%	49%
		ef	ef	ef	ef			c	c				cd	cd	d		b	
ANY FREE TV	435	20	151	125	296	138	70	84	136	214	218	217	93	96	77	169	189	246
	39%	27%	33%	35%	33%	61%	68%	33%	30%	51%	39%	38%	29%	30%	41%	58%	29%	51%
						abcd	abcd			ab					ab	abc		a

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
Sky TV (satellite TV, monthly subscription)	424	362	63	353	34	**	**
	38%	37%	47%	37%	34%	**	**
			a				
Freeview (via TV aerial, free to view channels)	389	344	45	324	39	**	**
	35%	35%	33%	34%	39%	**	**
Virgin TV (cable TV)	157	154	3	136	15	**	**
	14%	16%	2%	14%	15%	**	**
		b					
BT TV	57	47	10	44	5	**	**
	5%	5%	7%	5%	5%	**	**
Freesat (satellite TV, no monthly subscription)	42	32	11	35	6	**	**
	4%	3%	8%	4%	6%	**	**
			a				
TalkTalk TV	26	26	1	26	*	**	**
	2%	3%	*%	3%	*%	**	**
		b					
NOW TV (via a smart stick, a set-top box, or built-in to the TV)	13	11	2	11	1	**	**
	1%	1%	2%	1%	1%	**	**
Plusnet TV	6	6	-	5	1	**	**
	1%	1%	-%	1%	1%	**	**
EE TV	5	5	1	5	-	**	**
	*%	*%	*%	1%	-%	**	**
YouView (no monthly subscription)	4	4	-	4	-	**	**
	*%	*%	-%	*%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
SUMMARY							
ANY PAY TV	690	610	79	580	56	**	**
	61%	62%	59%	62%	55%	**	**
ANY FREE TV	435	380	55	362	45	**	**
	39%	38%	41%	38%	45%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 12

Any break column with 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. SHOWCARD 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? IF NECESSARY – Does your household pay a subscription for any other streaming services to watch TV programmes or films? IF NECESSARY Please just think about services you have to pay to use rather than services to catch-up on broadcast TV programmes you may have missed.

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Netflix	523	24	328	39	313	235	118	49	29	470	44	475	39	371	143	57
	35%	17%	39%	21%	40%	40%	30%	46%	42%	37%	35%	37%	37%	40%	30%	42%
			a		a	b		b	b					b		b
Amazon Prime Video	238	11	165	21	155	119	56	24	16	208	24	213	19	164	68	28
	16%	8%	20%	11%	20%	20%	15%	22%	24%	16%	20%	16%	18%	18%	14%	21%
			a		a	b		b	b					b		b
NOW TV	118	4	63	9	58	37	30	9	4	107	7	107	7	83	31	11
	8%	3%	7%	5%	7%	6%	8%	9%	6%	8%	6%	8%	7%	9%	6%	8%
			a											b		
Disney Life	17	-	15	-	15	11	4	1	1	16	1	16	1	13	3	3
	1%	-%	2%	-%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%
			a		a											b
Hayu	5	1	3	1	3	3	*	-	-	4	1	4	1	5	-	3
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	1%	1%	-%	2%
														b		ab
Any other paid-for streaming services	3	-	2	-	2	2	-	-	-	3	-	3	-	2	1	1
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	1%
																ab
SUMMARY																
ANY OTT SERVICES	648	33	406	56	383	294	145	61	37	576	57	584	49	451	182	71
	43%	24%	48%	29%	49%	50%	38%	57%	54%	45%	46%	45%	46%	49%	38%	52%
			a		a	b		b	b					b		b
No, none	852	107	432	136	403	299	240	46	32	700	67	710	57	470	297	66
	57%	76%	52%	71%	51%	50%	62%	43%	46%	55%	54%	55%	54%	51%	62%	48%
		b		b			acd								ac	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 12

Any break column with 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. SHOWCARD 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? IF NECESSARY – Does your household pay a subscription for any other streaming services to watch TV programmes or films? IF NECESSARY Please just think about services you have to pay to use rather than services to catch-up on broadcast TV programmes you may have missed.

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Netflix	523	21	355	37	340	256	121	51	30	65	218	70	212	162	121	**	**
	35%	33%	40%	31%	41%	41%	37%	47%	43%	36%	43%	36%	43%	42%	40%	**	**
					a			b			a		a				
Amazon Prime Video	238	10	176	22	164	129	57	25	18	40	97	41	95	74	63	**	**
	16%	15%	20%	18%	20%	21%	17%	23%	25%	22%	19%	21%	19%	19%	21%	**	**
									b								
NOW TV	118	6	67	11	62	45	28	10	5	25	36	26	35	35	26	**	**
	8%	10%	8%	9%	8%	7%	9%	9%	7%	14%	7%	13%	7%	9%	9%	**	**
										b		b					
Disney Life	17	*	15	*	15	12	4	1	1	1	12	1	12	8	4	**	**
	1%	1%	2%	*%	2%	2%	1%	1%	2%	1%	2%	*%	2%	2%	1%	**	**
											a		a				
Hayu	5	1	4	1	4	5	-	*	-	*	2	*	2	2	1	**	**
	*%	1%	*%	1%	*%	1%	-%	*%	-%	*%	*%	*%	*%	*%	*%	**	**
						b											
Any other paid-for streaming services	3	1	2	1	2	2	1	1	1	-	1	-	1	-	1	**	**
	*%	1%	*%	1%	*%	*%	*%	1%	1%	-%	*%	-%	*%	-%	*%	**	**
SUMMARY																	
ANY OTT SERVICES	648	30	441	55	415	325	145	65	39	90	260	97	253	202	148	**	**
	43%	46%	50%	46%	50%	52%	44%	59%	56%	50%	51%	49%	51%	52%	49%	**	**
						b		b	b								
No, none	852	35	442	66	412	294	183	45	31	90	250	100	240	187	153	**	**
	57%	54%	50%	54%	50%	48%	56%	41%	44%	50%	49%	51%	49%	48%	51%	**	**
							acd										

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 12

Any break column with 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. SHOWCARD 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? IF NECESSARY – Does your household pay a subscription for any other streaming services to watch TV programmes or films? IF NECESSARY Please just think about services you have to pay to use rather than services to catch-up on broadcast TV programmes you may have missed.

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Netflix	523	46	43	**	**	283	89	523	-	115	176	**	49	166
	35%	29%	16%	**	**	41%	20%	81%	-%	35%	45%	**	36%	28%
		b				b		b		e	ade		e	
Amazon Prime Video	238	23	22	**	**	136	46	238	-	63	80	**	25	62
	16%	15%	8%	**	**	20%	10%	37%	-%	20%	20%	**	19%	10%
		b				b		b		e	e		e	
NOW TV	118	9	9	**	**	61	18	118	-	27	29	**	11	50
	8%	6%	3%	**	**	9%	4%	18%	-%	8%	7%	**	8%	8%
						b		b						
Disney Life	17	1	1	**	**	13	3	17	-	3	12	**	1	2
	1%	1%	*%	**	**	2%	1%	3%	-%	1%	3%	**	1%	*%
						b		b			ade			
Hayu	5	1	-	**	**	2	1	5	-	1	1	**	1	1
	*%	1%	-%	**	**	*%	*%	1%	-%	*%	*%	**	1%	*%
								b						
Any other paid-for streaming services	3	1	1	**	**	1	1	3	-	1	1	**	-	1
	*%	*%	*%	**	**	*%	*%	*%	-%	*%	*%	**	-%	*%
								b						
SUMMARY														
ANY OTT SERVICES	648	65	55	**	**	350	120	648	-	148	209	**	67	204
	43%	41%	20%	**	**	51%	27%	100%	-%	46%	53%	**	49%	34%
		b				b		b		e	ae		e	
No, none	852	94	221	**	**	340	316	-	852	176	185	**	70	394
	57%	59%	80%	**	**	49%	73%	-%	100%	54%	47%	**	51%	66%
			a				a		a	b				abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 12

Any break column with 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. SHOWCARD 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? IF NECESSARY – Does your household pay a subscription for any other streaming services to watch TV programmes or films? IF NECESSARY Please just think about services you have to pay to use rather than services to catch-up on broadcast TV programmes you may have missed.

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Netflix	523	139	246	122	506	17	3	247	209	66	263	260	171	190	84	78	361	162
	35%	57%	42%	29%	41%	7%	3%	50%	39%	14%	35%	35%	44%	42%	33%	20%	43%	25%
		bcdef	cef	ef	cef	f		bc	c				cd	cd	d		b	
Amazon Prime Video	238	50	117	61	228	10	2	89	114	35	120	118	100	83	32	23	183	55
	16%	21%	20%	14%	18%	4%	2%	18%	21%	8%	16%	16%	26%	18%	12%	6%	22%	8%
		cef	cef	ef	cef			c	c				bcd	cd	d		b	
NOW TV	118	31	54	27	113	5	1	55	43	20	52	66	36	40	23	19	76	42
	8%	13%	9%	6%	9%	2%	1%	11%	8%	4%	7%	9%	9%	9%	9%	5%	9%	6%
		cdef	cef	ef	cef			bc	c				d	d	d		b	
Disney Life	17	4	8	5	17	*	*	7	8	2	7	10	10	5	*	2	14	3
	1%	2%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%	3%	1%	*%	1%	2%	*%
		e	e	e	e			c	c				bcd				b	
Hayu	5	2	3	1	5	-	-	4	1	-	1	4	1	4	*	1	4	1
	*%	1%	*%	*%	*%	-%	-%	1%	*%	-%	*%	1%	*%	1%	*%	*%	*%	*%
		e						c										
Any other paid-for streaming services	3	1	1	-	3	-	-	2	1	-	1	2	-	2	-	1	2	1
	*%	1%	*%	-%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%	*%
		c						c										
SUMMARY																		
ANY OTT SERVICES	648	153	306	163	622	26	6	283	268	97	327	321	219	231	99	98	450	197
	43%	63%	53%	39%	50%	10%	5%	58%	50%	21%	44%	43%	56%	51%	39%	25%	53%	30%
		bcdef	cef	ef	cef	f		bc	c				bcd	cd	d		b	
No, none	852	91	273	260	624	226	111	209	269	372	421	431	169	226	158	300	395	458
	57%	37%	47%	61%	50%	90%	95%	42%	50%	79%	56%	57%	44%	49%	61%	75%	47%	70%
			a	abd	a	abcd	abcde		a	ab				a	ab	abc		a

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

Q5. SHOWCARD 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? IF NECESSARY – Does your household pay a subscription for any other streaming services to watch TV programmes or films? IF NECESSARY Please just think about services you have to pay to use rather than services to catch-up on broadcast TV programmes you may have missed.

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Netflix	523	454	70	433	50	24	**
	35%	35%	38%	34%	39%	32%	**
Amazon Prime Video	238	204	34	208	21	8	**
	16%	15%	19%	17%	16%	10%	**
NOW TV	118	100	18	106	5	5	**
	8%	8%	9%	8%	4%	6%	**
				b			
Disney Life	17	16	1	15	*	1	**
	1%	1%	*%	1%	*%	2%	**
Hayu	5	5	-	4	1	1	**
	*%	*%	-%	*%	1%	1%	**
						a	
Any other paid-for streaming services	3	2	1	3	-	-	**
	*%	*%	*%	*%	-%	-%	**
SUMMARY							
ANY OTT SERVICES	648	560	87	546	56	30	**
	43%	43%	47%	43%	43%	40%	**
No, none	852	754	98	714	73	46	**
	57%	57%	53%	57%	57%	60%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 13

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 1: NOW TV INCLUDED IN PAY TV, NOT OTT

Base : Those responsible for the household's TV service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
ANY PAY TV	628	40	526	67	499	380	186	57	35	531	67	537	61	399	199	46
	56%	33%	67%	39%	67%	69%	52%	59%	56%	57%	58%	57%	62%	60%	53%	56%
			a		a	bcd								b		
ANY HYBRID IPTV	113	8	95	15	89	55	49	14	10	90	19	93	16	72	37	14
	10%	7%	12%	9%	12%	10%	14%	15%	16%	10%	16%	10%	17%	11%	10%	17%
			a				a		a		a		a			ab
ANY OTT	437	27	363	45	344	265	125	53	32	377	50	385	42	303	124	41
	39%	22%	46%	27%	46%	48%	35%	54%	51%	41%	44%	41%	43%	46%	33%	49%
			a		a	b		b	b					b		b
ANY FREE TV	509	84	270	108	246	183	170	42	25	407	46	419	34	266	188	34
	45%	69%	34%	64%	33%	33%	48%	43%	40%	44%	40%	44%	35%	40%	50%	41%
		b		b			a	a				b			ac	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 13

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 1: NOW TV INCLUDED IN PAY TV, NOT OTT

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
ANY PAY TV	628	**	558	48	528	385	191	57	36	174	433	185	421	332	275	**	**
	56%	**	67%	49%	68%	67%	62%	58%	57%	97%	85%	94%	85%	85%	91%	**	**
					a	cd				b		b			a		
ANY HYBRID IPTV	113	**	104	8	98	62	43	13	7	14	91	21	84	65	40	**	**
	10%	**	13%	8%	13%	11%	14%	13%	11%	8%	18%	10%	17%	17%	13%	**	**
											a		a				
ANY OTT	437	**	396	37	374	284	127	54	32	82	246	88	240	189	139	**	**
	39%	**	48%	37%	48%	50%	41%	55%	51%	45%	48%	45%	49%	48%	46%	**	**
					a	b		b									
ANY FREE TV	509	**	280	63	253	195	120	44	28	23	51	26	47	37	37	**	**
	45%	**	34%	63%	32%	34%	39%	44%	44%	13%	10%	13%	10%	9%	12%	**	**
				b			a	a	a								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 13

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 1: NOW TV INCLUDED IN PAY TV, NOT OTT

Base : Those responsible for the household's TV service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
ANY PAY TV	628	11	10	**	**	607	21	333	295	115	339	**	81	57
	56%	7%	4%	**	**	88%	5%	71%	45%	41%	86%	**	64%	21%
						b		b		e	ade		ae	
ANY HYBRID IPTV	113	5	4	**	**	105	9	59	54	13	62	**	20	6
	10%	3%	1%	**	**	15%	2%	13%	8%	5%	16%	**	16%	2%
						b		b		e	ae		ae	
ANY OTT	437	59	50	**	**	328	109	437	-	122	199	**	57	40
	39%	37%	18%	**	**	48%	25%	93%	-%	44%	50%	**	45%	14%
		b				b		b		e	ae		e	
ANY FREE TV	509	159	276	**	**	74	435	164	345	191	39	**	49	226
	45%	100%	100%	**	**	11%	100%	35%	53%	68%	10%	**	39%	82%
							a		a	bd			b	abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 13

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 1: NOW TV INCLUDED IN PAY TV, NOT OTT

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	**16-24**	**25-44**	**45-64**	**UNDER 65**	**65+**	**75+**	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
ANY PAY TV	628	49	285	216	551	77	27	156	285	186	305	323	208	206	98	115	415	213
	56%	67%	62%	60%	61%	34%	26%	61%	64%	45%	55%	56%	65%	64%	52%	39%	64%	44%
		ef	ef	ef	ef	f		c	c				cd	cd	d		b	
ANY HYBRID IPTV	113	8	50	36	93	20	8	30	48	34	54	60	41	32	22	19	73	41
	10%	10%	11%	10%	10%	9%	8%	12%	11%	8%	10%	10%	13%	10%	11%	7%	11%	8%
													d		d		b	
ANY OTT	437	45	243	129	417	21	4	145	216	76	213	224	168	149	59	62	316	121
	39%	62%	53%	36%	47%	9%	4%	56%	48%	18%	39%	39%	52%	46%	31%	21%	49%	25%
		cdef	cdef	ef	cef	f		bc	c				bcd	cd	d		b	
ANY FREE TV	509	22	182	156	359	149	73	93	172	243	252	257	122	121	89	177	243	266
	45%	29%	39%	43%	40%	66%	71%	36%	38%	58%	45%	45%	38%	37%	47%	60%	38%	55%
				a	a	abcd	abcd			ab					ab	abc		a

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

SUMMARY OF ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 1: NOW TV INCLUDED IN PAY TV, NOT OTT

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
ANY PAY TV	628	554	74	529	51	**	**
	56%	56%	55%	56%	51%	**	**
ANY HYBRID IPTV	113	99	15	96	9	**	**
	10%	10%	11%	10%	9%	**	**
ANY OTT	437	377	60	366	41	**	**
	39%	38%	44%	39%	41%	**	**
ANY FREE TV	509	444	64	422	48	**	**
	45%	45%	48%	45%	47%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 14

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 2: NOW TV INCLUDED IN OTT, NOT PAY TV

Base : Those responsible for the household's TV service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
ANY PAY TV	588	37	498	60	474	367	167	54	34	497	62	503	56	374	186	43
	52%	30%	63%	36%	64%	66%	47%	55%	55%	54%	54%	53%	57%	56%	49%	52%
			a		a	bcd								b		
ANY HYBRID IPTV	113	8	95	15	89	55	49	14	10	90	19	93	16	72	37	14
	10%	7%	12%	9%	12%	10%	14%	15%	16%	10%	16%	10%	17%	11%	10%	17%
			a				a		a		a		a			ab
ANY OTT	470	29	386	51	363	278	137	55	33	405	53	413	45	324	134	43
	42%	24%	49%	30%	49%	50%	38%	57%	52%	44%	46%	44%	46%	49%	36%	52%
			a		a	b		b	b					b		b
ANY FREE TV	509	84	270	108	246	183	170	42	25	407	46	419	34	266	188	34
	45%	69%	34%	64%	33%	33%	48%	43%	40%	44%	40%	44%	35%	40%	50%	41%
		b		b			a	a				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.

SUMMARY OF ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 2: NOW TV INCLUDED IN OTT, NOT PAY TV

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
ANY PAY TV	588	**	527	41	500	366	175	52	33	162	422	173	411	319	266	**	**
	52%	**	63%	41%	64%	64%	57%	52%	53%	90%	83%	88%	83%	82%	88%	**	**
					a	bcd				b		b			a		
ANY HYBRID IPTV	113	**	104	8	98	62	43	13	7	14	91	21	84	65	40	**	**
	10%	**	13%	8%	13%	11%	14%	13%	11%	8%	18%	10%	17%	17%	13%	**	**
											a		a				
ANY OTT	470	**	420	44	395	303	136	58	34	90	260	97	253	202	148	**	**
	42%	**	51%	45%	51%	53%	44%	59%	54%	50%	51%	49%	51%	52%	49%	**	**
						b		b									
ANY FREE TV	509	**	280	63	253	195	120	44	28	23	51	26	47	37	37	**	**
	45%	**	34%	63%	32%	34%	39%	44%	44%	13%	10%	13%	10%	9%	12%	**	**
				b			a	a	a								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 14

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 2: NOW TV INCLUDED IN OTT, NOT PAY TV

Base : Those responsible for the household's TV service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
ANY PAY TV	588	2	2	**	**	584	4	293	295	98	332	**	74	49
	52%	1%	1%	**	**	85%	1%	62%	45%	35%	84%	**	58%	18%
						b		b		e	ade		ae	
ANY HYBRID IPTV	113	5	4	**	**	105	9	59	54	13	62	**	20	6
	10%	3%	1%	**	**	15%	2%	13%	8%	5%	16%	**	16%	2%
						b		b		e	ae		ae	
ANY OTT	470	65	55	**	**	350	120	470	-	131	209	**	63	47
	42%	41%	20%	**	**	51%	28%	100%	-%	47%	53%	**	50%	17%
		b				b		b		e	ae		e	
ANY FREE TV	509	159	276	**	**	74	435	164	345	191	39	**	49	226
	45%	100%	100%	**	**	11%	100%	35%	53%	68%	10%	**	39%	82%
							a		a	bd			b	abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 2: NOW TV INCLUDED IN OTT, NOT PAY TV

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
ANY PAY TV	588	46	264	204	514	74	25	145	266	176	290	299	198	194	90	107	392	196
	52%	63%	57%	56%	57%	33%	25%	56%	59%	42%	52%	52%	62%	60%	47%	37%	61%	41%
		ef	ef	ef	ef	f		c	c				cd	cd	d		b	
ANY HYBRID IPTV	113	8	50	36	93	20	8	30	48	34	54	60	41	32	22	19	73	41
	10%	10%	11%	10%	10%	9%	8%	12%	11%	8%	10%	10%	13%	10%	11%	7%	11%	8%
													d		d		b	
ANY OTT	470	46	257	143	446	24	5	150	232	87	231	239	179	157	66	68	336	134
	42%	62%	56%	40%	50%	10%	5%	58%	52%	21%	42%	42%	56%	49%	35%	23%	52%	28%
		cdef	cdef	ef	cef	f		bc	c				bcd	cd	d		b	
ANY FREE TV	509	22	182	156	359	149	73	93	172	243	252	257	122	121	89	177	243	266
	45%	29%	39%	43%	40%	66%	71%	36%	38%	58%	45%	45%	38%	37%	47%	60%	38%	55%
				a	a	abcd	abcd			ab					ab	abc		a

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

SUMMARY OF ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 2: NOW TV INCLUDED IN OTT, NOT PAY TV

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
ANY PAY TV	588	520	68	494	49	**	**
	52%	53%	51%	52%	49%	**	**
ANY HYBRID IPTV	113	99	15	96	9	**	**
	10%	10%	11%	10%	9%	**	**
ANY OTT	470	406	64	395	42	**	**
	42%	41%	47%	42%	41%	**	**
ANY FREE TV	509	444	64	422	48	**	**
	45%	45%	48%	45%	47%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 15

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 3: NOW TV IN ITS OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR'

Base : Those responsible for the household's TV service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
ANY PAY TV	588	37	498	60	474	367	167	54	34	497	62	503	56	374	186	43
	52%	30%	63%	36%	64%	66%	47%	55%	55%	54%	54%	53%	57%	56%	49%	52%
			a		a	bcd								b		
ANY HYBRID IPTV	113	8	95	15	89	55	49	14	10	90	19	93	16	72	37	14
	10%	7%	12%	9%	12%	10%	14%	15%	16%	10%	16%	10%	17%	11%	10%	17%
			a				a		a		a		a			ab
ANY OTT	437	27	363	45	344	265	125	53	32	377	50	385	42	303	124	41
	39%	22%	46%	27%	46%	48%	35%	54%	51%	41%	44%	41%	43%	46%	33%	49%
			a		a	b		b	b					b		b
ANY FREE TV	509	84	270	108	246	183	170	42	25	407	46	419	34	266	188	34
	45%	69%	34%	64%	33%	33%	48%	43%	40%	44%	40%	44%	35%	40%	50%	41%
		b		b			a	a				b			ac	
VIRTUAL PTV OPERATOR	79	3	60	8	56	35	29	8	4	70	6	70	6	53	23	6
	7%	3%	8%	5%	8%	6%	8%	8%	6%	8%	5%	7%	6%	8%	6%	7%
			a													

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 15

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 3: NOW TV IN ITS OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR'

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
ANY PAY TV	588	**	527	41	500	366	175	52	33	162	422	173	411	319	266	**	**
	52%	**	63%	41%	64%	64%	57%	52%	53%	90%	83%	88%	83%	82%	88%	**	**
					a	bcd				b		b			a		
ANY HYBRID IPTV	113	**	104	8	98	62	43	13	7	14	91	21	84	65	40	**	**
	10%	**	13%	8%	13%	11%	14%	13%	11%	8%	18%	10%	17%	17%	13%	**	**
											a		a				
ANY OTT	437	**	396	37	374	284	127	54	32	82	246	88	240	189	139	**	**
	39%	**	48%	37%	48%	50%	41%	55%	51%	45%	48%	45%	49%	48%	46%	**	**
					a	b		b									
ANY FREE TV	509	**	280	63	253	195	120	44	28	23	51	26	47	37	37	**	**
	45%	**	34%	63%	32%	34%	39%	44%	44%	13%	10%	13%	10%	9%	12%	**	**
				b			a	a	a								
VIRTUAL PTV OPERATOR	79	**	65	9	60	43	25	10	5	25	36	26	35	35	26	**	**
	7%	**	8%	9%	8%	8%	8%	10%	8%	14%	7%	13%	7%	9%	9%	**	**
										b		b					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 15

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 3: NOW TV IN ITS OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR'

Base : Those responsible for the household's TV service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
ANY PAY TV	588	2	2	**	**	584	4	293	295	98	332	**	74	49
	52%	1%	1%	**	**	85%	1%	62%	45%	35%	84%	**	58%	18%
						b		b		e	ade		ae	
ANY HYBRID IPTV	113	5	4	**	**	105	9	59	54	13	62	**	20	6
	10%	3%	1%	**	**	15%	2%	13%	8%	5%	16%	**	16%	2%
						b		b		e	ae		ae	
ANY OTT	437	59	50	**	**	328	109	437	-	122	199	**	57	40
	39%	37%	18%	**	**	48%	25%	93%	-%	44%	50%	**	45%	14%
		b				b		b		e	ae		e	
ANY FREE TV	509	159	276	**	**	74	435	164	345	191	39	**	49	226
	45%	100%	100%	**	**	11%	100%	35%	53%	68%	10%	**	39%	82%
							a		a	bd			b	abd
VIRTUAL PTV OPERATOR	79	9	9	**	**	61	18	79	-	25	29	**	10	14
	7%	6%	3%	**	**	9%	4%	17%	-%	9%	7%	**	8%	5%
						b		b		e				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 15

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 3: NOW TV IN ITS OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR'

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
ANY PAY TV	588	46	264	204	514	74	25	145	266	176	290	299	198	194	90	107	392	196
	52%	63%	57%	56%	57%	33%	25%	56%	59%	42%	52%	52%	62%	60%	47%	37%	61%	41%
		ef	ef	ef	ef	f		c	c				cd	cd	d		b	
ANY HYBRID IPTV	113	8	50	36	93	20	8	30	48	34	54	60	41	32	22	19	73	41
	10%	10%	11%	10%	10%	9%	8%	12%	11%	8%	10%	10%	13%	10%	11%	7%	11%	8%
													d		d		b	
ANY OTT	437	45	243	129	417	21	4	145	216	76	213	224	168	149	59	62	316	121
	39%	62%	53%	36%	47%	9%	4%	56%	48%	18%	39%	39%	52%	46%	31%	21%	49%	25%
		cdef	cdef	ef	cef	f		bc	c				bcd	cd	d		b	
ANY FREE TV	509	22	182	156	359	149	73	93	172	243	252	257	122	121	89	177	243	266
	45%	29%	39%	43%	40%	66%	71%	36%	38%	58%	45%	45%	38%	37%	47%	60%	38%	55%
				a	a	abcd	abcd			ab					ab	abc		a
VIRTUAL PTV OPERATOR	79	10	42	22	75	5	1	27	35	17	38	41	29	23	15	12	52	27
	7%	14%	9%	6%	8%	2%	1%	10%	8%	4%	7%	7%	9%	7%	8%	4%	8%	6%
		cef	cef	ef	ef			c	c				d	d	d		b	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 ALL TV AND STREAMING SERVICES IN HOUSEHOLD. OPTION 3: NOW TV IN ITS OWN CATEGORY OF A 'VIRTUAL PAY TV OPERATOR'

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
ANY PAY TV	588	520	68	494	49	**	**
	52%	53%	51%	52%	49%	**	**
ANY HYBRID IPTV	113	99	15	96	9	**	**
	10%	10%	11%	10%	9%	**	**
ANY OTT	437	377	60	366	41	**	**
	39%	38%	44%	39%	41%	**	**
ANY FREE TV	509	444	64	422	48	**	**
	45%	45%	48%	45%	47%	**	**
VIRTUAL PTV OPERATOR	79	68	11	71	3	**	**
	7%	7%	8%	8%	3%	**	**
				b			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2392	179	1485	267	1397	1036	628	180	115	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2141	167	1356	248	1275	947	576	164	105	1929	214	1960	184	1404	737	213
Total	1400	95	806	143	758	566	336	102	64	1276	124	1294	106	921	479	137
EE	378	27	222	42	207	166	83	34	19	347	31	354	24	242	136	27
	27%	29%	28%	29%	27%	29%	25%	33%	30%	27%	25%	27%	23%	26%	28%	20%
						b		b						c	c	
O2	274	13	163	24	153	109	67	16	9	274	-	274	-	173	100	22
	20%	14%	20%	17%	20%	19%	20%	16%	14%	21%	-%	21%	-%	19%	21%	16%
										b		b				
Vodafone	212	20	113	27	106	74	59	11	5	201	11	203	9	121	91	14
	15%	21%	14%	19%	14%	13%	17%	11%	8%	16%	9%	16%	9%	13%	19%	10%
		b		b			acd			b		b			ac	
'3' / Three Mobile	160	8	86	11	83	56	37	7	4	160	-	160	-	114	45	20
	11%	8%	11%	8%	11%	10%	11%	7%	6%	13%	-%	12%	-%	12%	9%	14%
										b		b		b		b
Tesco	124	15	62	19	58	44	33	7	6	124	-	124	-	79	45	11
	9%	16%	8%	14%	8%	8%	10%	7%	9%	10%	-%	10%	-%	9%	9%	8%
		b		b						b		b				
GiffGaff	68	1	42	4	40	31	12	7	5	68	-	68	-	53	15	11
	5%	1%	5%	3%	5%	5%	4%	7%	8%	5%	-%	5%	-%	6%	3%	8%
			a						b	b		b		b		b
Virgin Media	57	2	42	3	42	27	18	5	4	26	31	28	28	39	18	4
	4%	2%	5%	2%	6%	5%	5%	5%	7%	2%	25%	2%	27%	4%	4%	3%
					a						a		a			
BT	30	-	23	3	20	14	9	4	3	9	22	13	18	22	9	7
	2%	-%	3%	2%	3%	3%	3%	4%	5%	1%	17%	1%	17%	2%	2%	5%
			a								a		a			ab
Sky	17	-	15	-	15	13	2	2	2	2	15	3	14	14	3	5
	1%	-%	2%	-%	2%	2%	1%	2%	4%	*%	12%	*%	13%	2%	1%	4%
					a	b			b		a		a			ab
TalkTalk	17	1	8	2	8	8	2	1	1	10	7	11	6	13	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	6%	1%	6%	1%	1%	1%
											a		a			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2392	179	1485	267	1397	1036	628	180	115	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2141	167	1356	248	1275	947	576	164	105	1929	214	1960	184	1404	737	213
Total	1400	95	806	143	758	566	336	102	64	1276	124	1294	106	921	479	137
Lycamobile	15 1%	- -%	5 1%	* *%	4 1%	3 1%	2 1%	2 2% a	1 2% a	15 1%	- -%	15 1%	- -%	13 1% b	2 *%	6 4% ab
Plusnet	8 1%	1 1%	5 1%	2 2%	4 1%	4 1%	3 1%	1 1%	* 1%	5 *%	4 3% a	6 *%	3 2% a	8 1% b	- -%	3 2% b
iD	7 1%	1 1%	3 *%	1 1%	3 *%	3 1%	1 *%	2 2%	2 3% ab	7 1%	- -%	7 1%	- -%	6 1%	1 *%	3 2% b
Lebara	7 *%	* *%	2 *%	* *%	2 *%	2 *%	- -%	1 1%	1 1% b	7 1%	- -%	7 1%	- -%	4 *%	3 1%	* *%
Utility Warehouse	7 *%	* *%	5 1%	1 *%	4 1%	4 1%	1 *%	1 1%	* 1%	3 *%	4 3% a	3 *%	3 3% a	5 1%	1 *%	1 1%
Asda Mobile	4 *%	1 1% b	* *%	1 1% b	* *%	1 *%	1 *%	- -%	- -%	4 *%	- -%	4 *%	- -%	3 *%	* *%	- -%
Talkmobile	4 *%	* 1%	2 *%	* *%	2 *%	2 *%	1 *%	1 1%	* 1%	4 *%	- -%	4 *%	- -%	3 *%	* *%	- -%
Smarty	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%
Other supplier	10 1%	2 2% b	6 1%	3 2% b	5 1%	4 1%	4 1%	* *%	* 1%	10 1%	- -%	10 1%	- -%	6 1%	5 1%	2 2%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2392	112	1557	205	1464	1084	585	188	122	271	839	296	814	631	479	89	54
Effective Weighted Sample	2141	98	1420	183	1336	986	533	170	111	245	785	269	761	587	442	82	49
Total	1400	61	854	112	803	603	312	107	67	164	494	180	478	374	284	54	32
EE	378	18	239	34	223	176	81	39	23	58	131	62	128	108	81	**	**
	27%	30%	28%	30%	28%	29%	26%	36%	35%	35%	27%	34%	27%	29%	29%	**	**
								ab		b		b					
O2	274	10	166	20	156	114	62	16	9	30	99	33	96	74	56	**	**
	20%	16%	19%	18%	19%	19%	20%	15%	14%	18%	20%	18%	20%	20%	20%	**	**
Vodafone	212	8	128	16	120	84	53	12	7	29	70	29	70	55	44	**	**
	15%	13%	15%	15%	15%	14%	17%	11%	11%	17%	14%	16%	15%	15%	16%	**	**
'3' / Three Mobile	160	10	94	13	91	73	31	10	6	16	59	18	57	42	33	**	**
	11%	17%	11%	12%	11%	12%	10%	9%	9%	10%	12%	10%	12%	11%	12%	**	**
Tesco	124	4	64	10	59	39	30	6	3	11	32	13	30	22	22	**	**
	9%	7%	8%	9%	7%	6%	10%	6%	4%	7%	6%	7%	6%	6%	8%	**	**
							a										
GiffGaff	68	1	42	3	40	32	11	7	5	4	25	4	24	19	10	**	**
	5%	1%	5%	3%	5%	5%	3%	6%	8%	2%	5%	2%	5%	5%	3%	**	**
									b		a						
Virgin Media	57	2	44	4	43	28	19	5	4	2	35	3	34	22	16	**	**
	4%	4%	5%	3%	5%	5%	6%	4%	6%	1%	7%	2%	7%	6%	5%	**	**
											a		a				
BT	30	2	21	3	20	13	10	3	2	6	10	8	8	11	5	**	**
	2%	3%	3%	2%	3%	2%	3%	3%	3%	4%	2%	4%	2%	3%	2%	**	**
												b					
Sky	17	-	15	-	15	11	4	1	*	-	14	-	14	9	5	**	**
	1%	-%	2%	-%	2%	2%	1%	1%	1%	-%	3%	-%	3%	2%	2%	**	**
					a						a		a				
TalkTalk	17	1	8	2	7	7	2	1	*	3	2	3	2	2	3	**	**
	1%	2%	1%	2%	1%	1%	1%	1%	*%	2%	*%	2%	*%	1%	1%	**	**
										b		b					
Lycamobile	15	1	7	2	6	7	*	3	3	2	4	2	4	4	1	**	**
	1%	2%	1%	2%	1%	1%	*%	3%	5%	1%	1%	1%	1%	1%	*%	**	**
						b		b	ab								

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2392	112	1557	205	1464	1084	585	188	122	271	839	296	814	631	479	89	54
Effective Weighted Sample	2141	98	1420	183	1336	986	533	170	111	245	785	269	761	587	442	82	49
Total	1400	61	854	112	803	603	312	107	67	164	494	180	478	374	284	54	32
Plusnet	8	-	6	1	5	3	2	1	*	-	3	1	2	1	2	**	**
	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	1%	*%	1%	*%	1%	**	**
iD	7	1	3	1	3	4	1	2	2	*	2	*	2	2	*	**	**
	1%	2%	*%	1%	*%	1%	*%	2%	2%	*%	*%	*%	*%	1%	*%	**	**
		b						b	ab								
Lebara	7	*	2	*	2	2	1	1	1	-	2	-	2	1	1	**	**
	*%	*%	*%	*%	*%	*%	*%	1%	1%	-%	*%	-%	*%	*%	*%	**	**
Utility Warehouse	7	*	5	1	4	4	1	1	*	2	1	2	1	2	1	**	**
	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	*%	*%	**	**
										b							
Asda Mobile	4	*	*	*	*	-	1	-	-	-	*	-	*	-	*	**	**
	*%	1%	*%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	**	**
Talkmobile	4	*	2	*	2	3	-	*	*	1	-	1	-	1	-	**	**
	*%	1%	*%	*%	*%	*%	-%	*%	1%	1%	-%	*%	-%	*%	-%	**	**
									b	b							
Smarty	1	-	1	-	1	1	-	-	-	-	1	-	1	1	-	**	**
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	**	**
Other supplier	10	*	6	1	5	3	4	*	*	1	4	2	3	1	4	**	**
	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 - a,b,c,d

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2392	222	381	30	20	1110	604	1024	1368	616	650	93	227	808
Effective Weighted Sample	2141	199	338	28	18	1030	538	945	1197	550	611	87	204	718
Total	1400	142	239	20	12	658	382	633	767	307	384	49	129	532
EE	378	29	67	**	**	189	97	183	195	84	113	**	44	135
	27%	20%	28%	**	**	29%	25%	29%	25%	27%	29%	**	34%	25%
			a					b					e	
O2	274	28	40	**	**	130	67	128	146	69	93	**	7	106
	20%	19%	17%	**	**	20%	18%	20%	19%	22%	24%	**	5%	20%
										d	d			d
Vodafone	212	21	42	**	**	99	63	104	109	48	54	**	27	83
	15%	15%	18%	**	**	15%	17%	16%	14%	16%	14%	**	21%	16%
													b	
'3' / Three Mobile	160	15	18	**	**	75	34	76	84	35	51	**	8	66
	11%	11%	8%	**	**	11%	9%	12%	11%	11%	13%	**	6%	12%
										d	d			d
Tesco	124	17	33	**	**	43	50	43	82	34	26	**	6	58
	9%	12%	14%	**	**	7%	13%	7%	11%	11%	7%	**	5%	11%
							a		a	bd				bd
GiffGaff	68	8	16	**	**	28	24	30	38	17	25	**	-	26
	5%	6%	7%	**	**	4%	6%	5%	5%	6%	6%	**	-%	5%
										d	d			d
Virgin Media	57	6	4	**	**	37	10	25	32	6	9	**	8	10
	4%	4%	2%	**	**	6%	3%	4%	4%	2%	2%	**	6%	2%
						b							abe	
BT	30	2	5	**	**	16	7	16	14	1	1	**	13	7
	2%	1%	2%	**	**	2%	2%	3%	2%	*%	*%	**	10%	1%
													abe	ab
Sky	17	1	*	**	**	14	1	4	13	1	-	**	2	2
	1%	*%	*%	**	**	2%	*%	1%	2%	*%	-%	**	2%	*%
						b			a				abe	
TalkTalk	17	4	2	**	**	5	6	6	11	1	1	**	6	8
	1%	3%	1%	**	**	1%	2%	1%	1%	*%	*%	**	4%	1%
													abe	ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2392	222	381	30	20	1110	604	1024	1368	616	650	93	227	808
Effective Weighted Sample	2141	199	338	28	18	1030	538	945	1197	550	611	87	204	718
Total	1400	142	239	20	12	658	382	633	767	307	384	49	129	532
Lycamobile	15	2	1	**	**	5	3	4	11	3	2	**	2	9
	1%	1%	1%	**	**	1%	1%	1%	1%	1%	*%	**	1%	2%
														b
Plusnet	8	1	2	**	**	3	3	4	4	1	2	**	2	3
	1%	1%	1%	**	**	*%	1%	1%	1%	*%	*%	**	2%	*%
													abe	
iD	7	1	1	**	**	2	2	3	4	1	2	**	-	4
	1%	1%	*%	**	**	*%	1%	*%	1%	*%	1%	**	-%	1%
Lebara	7	2	1	**	**	2	3	1	6	1	2	**	-	5
	*%	1%	*%	**	**	*%	1%	*%	1%	*%	*%	**	-%	1%
Utility Warehouse	7	1	1	**	**	2	2	1	5	*	1	**	4	2
	*%	1%	1%	**	**	*%	1%	*%	1%	*%	*%	**	3%	*%
													abe	
Asda Mobile	4	1	1	**	**	*	1	1	3	-	*	**	-	3
	*%	1%	*%	**	**	*%	*%	*%	*%	-%	*%	**	-%	1%
														a
Talkmobile	4	2	*	**	**	1	2	2	2	2	-	**	-	1
	*%	1%	*%	**	**	*%	1%	*%	*%	1%	-%	**	-%	*%
										b				
Smarty	1	-	-	**	**	1	-	-	1	-	1	**	-	-
	*%	-%	-%	**	**	*%	-%	-%	*%	-%	*%	**	-%	-%
Other supplier	10	1	4	**	**	5	4	2	8	2	4	**	-	4
	1%	*%	2%	**	**	1%	1%	*%	1%	1%	1%	**	-%	1%
									a					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
EE	378	59	174	106	339	38	16	137	149	91	188	190	114	126	60	79	239	138
	27%	24%	30%	27%	28%	20%	21%	28%	29%	23%	27%	27%	31%	29%	25%	22%	30%	23%
			aef	e	ef			c	c				cd	d			b	
O2	274	45	125	76	246	28	10	96	114	64	135	139	74	82	49	69	156	118
	20%	19%	22%	19%	20%	15%	13%	20%	22%	16%	19%	20%	20%	19%	20%	20%	19%	20%
			ef		ef				c									
Vodafone	212	35	79	67	180	32	12	70	77	65	109	103	59	66	39	49	124	88
	15%	15%	14%	17%	15%	17%	16%	14%	15%	17%	16%	15%	16%	15%	16%	14%	15%	15%
'3' / Three Mobile	160	39	74	38	150	9	4	71	59	29	80	80	37	53	24	45	90	69
	11%	16%	13%	9%	12%	5%	5%	15%	11%	7%	11%	11%	10%	12%	10%	13%	11%	12%
		cef	cef	e	cef			c	c									
Tesco	124	20	33	33	86	38	17	37	29	58	58	66	23	37	25	40	60	65
	9%	8%	6%	8%	7%	20%	23%	8%	6%	15%	8%	9%	6%	8%	10%	11%	7%	11%
				b		abcd	abcd			ab					a	a		a
GiffGaff	68	14	31	17	63	5	1	27	27	14	32	36	16	17	13	23	33	35
	5%	6%	5%	4%	5%	3%	2%	6%	5%	4%	5%	5%	4%	4%	5%	6%	4%	6%
		ef	ef		e			c								b		a
Virgin Media	57	6	17	24	46	10	3	13	18	26	27	30	15	21	9	11	36	20
	4%	2%	3%	6%	4%	5%	3%	3%	4%	6%	4%	4%	4%	5%	4%	3%	5%	3%
				abd		ab				ab								
BT	30	5	6	11	22	8	3	6	11	12	18	12	12	10	4	5	22	9
	2%	2%	1%	3%	2%	4%	4%	1%	2%	3%	3%	2%	3%	2%	1%	2%	3%	2%
				b		bd	bd			a								
Sky	17	3	5	6	15	3	2	5	6	6	9	8	3	4	4	7	7	11
	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%
																		a
TalkTalk	17	3	3	6	12	4	1	6	2	9	11	6	4	2	4	7	6	11
	1%	1%	1%	2%	1%	2%	1%	1%	*%	2%	2%	1%	1%	*%	2%	2%	1%	2%
				b		bd				b					b	b		a

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Lycamobile	15	5	8	2	15	1	-	8	7	1	7	8	-	7	3	5	7	8
	1%	2%	1%	*%	1%	*%	-%	2%	1%	*%	1%	1%	-%	2%	1%	2%	1%	1%
		ce						c	c					a	a	a		
Plusnet	8	1	3	3	6	2	1	1	4	3	5	4	4	2	1	1	7	2
	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%
iD	7	2	4	2	7	*	-	2	4	1	1	6	2	1	-	5	3	5
	1%	1%	1%	*%	1%	*%	-%	*%	1%	*%	*%	1%	*%	*%	-%	1%	*%	1%
												a				bc		
Lebara	7	1	3	1	5	2	-	2	3	2	3	4	-	2	2	3	2	5
	*%	*%	1%	*%	*%	1%	-%	*%	*%	1%	*%	1%	-%	*%	1%	1%	*%	1%
						c									a	a		a
Utility Warehouse	7	1	2	1	5	2	1	1	3	3	3	3	3	1	2	1	4	2
	*%	*%	*%	*%	*%	1%	1%	*%	1%	1%	*%	*%	1%	*%	1%	*%	1%	*%
Asda Mobile	4	1	1	1	2	2	1	1	-	2	2	2	-	1	1	2	1	3
	*%	*%	*%	*%	*%	1%	2%	*%	-%	1%	*%	*%	-%	*%	*%	1%	*%	*%
						bd	bcd			b								
Talkmobile	4	1	-	1	2	1	1	1	*	2	2	1	1	1	-	1	2	1
	*%	*%	-%	*%	*%	1%	1%	*%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%
						b	bd											
Smarty	1	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	1	-
	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%	-%
Other supplier	10	*	2	2	5	6	3	2	3	6	5	6	4	2	2	2	6	4
	1%	*%	*%	*%	*%	3%	4%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						abcd	abcd			a								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 16

Any break column with 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. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
EE	378	327	51	322	26	27	**
	27%	27%	30%	27%	22%	38%	**
						ab	
O2	274	240	34	221	29	8	**
	20%	19%	20%	19%	25%	11%	**
				c	ac		
Vodafone	212	175	37	176	22	12	**
	15%	14%	22%	15%	18%	17%	**
			a				
'3' / Three Mobile	160	152	8	141	10	6	**
	11%	12%	4%	12%	8%	8%	**
		b					
Tesco	124	106	19	101	13	6	**
	9%	9%	11%	9%	11%	9%	**
GiffGaff	68	63	5	60	5	1	**
	5%	5%	3%	5%	5%	2%	**
Virgin Media	57	53	4	48	4	4	**
	4%	4%	2%	4%	3%	6%	**
BT	30	26	4	26	3	2	**
	2%	2%	3%	2%	2%	2%	**
Sky	17	15	2	13	2	2	**
	1%	1%	1%	1%	2%	3%	**
TalkTalk	17	16	1	15	2	-	**
	1%	1%	1%	1%	2%	-%	**
Lycamobile	15	15	1	15	-	1	**
	1%	1%	*%	1%	-%	1%	**
Plusnet	8	7	2	8	1	-	**
	1%	1%	1%	1%	1%	-%	**

Columns Tested: 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.

Q6A. SHOWCARD Which provider do you use for your Mobile Phone service? If you personally use a mobile phone then please answer about that mobile phone. Please think about the company you pay for the mobile calls you make or the texts you send or the mobile data you use on your mobile phone.

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
iD	7	7	*	7	*	-	**
	1%	1%	*%	1%	*%	-%	**
Lebara	7	7	-	7	-	-	**
	*%	1%	-%	1%	-%	-%	**
Utility Warehouse	7	5	1	7	-	-	**
	*%	*%	1%	1%	-%	-%	**
Asda Mobile	4	4	-	3	-	1	**
	*%	*%	-%	*%	-%	1%	**
Talkmobile	4	4	-	3	-	1	**
	*%	*%	-%	*%	-%	1%	**
Smarty	1	1	-	-	1	-	**
	*%	*%	-%	-%	1%	-%	**
					a		
Other supplier	10	10	*	9	*	1	**
	1%	1%	*%	1%	*%	1%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 17

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1841	282	1559	378	1463	1099	742	191	126	1446	218	1476	188	1074	590	140
Effective Weighted Sample	1681	261	1422	349	1333	1002	679	174	115	1323	200	1350	173	984	539	129
Total	978	140	838	192	786	592	386	107	69	787	114	803	99	586	316	74
BT	345	114	231	142	203	118	227	25	17	265	29	270	24	169	125	18
	35%	81%	28%	74%	26%	20%	59%	24%	24%	34%	25%	34%	25%	29%	40%	24%
		b		b			acd			b		b			ac	
Sky	277	1	276	8	269	214	63	31	19	254	15	256	14	186	83	18
	28%	1%	33%	4%	34%	36%	16%	29%	28%	32%	13%	32%	14%	32%	26%	24%
			a		a	b		b	b	b		b		b		
Virgin Media	163	3	160	7	156	109	53	13	8	128	28	131	25	103	53	14
	17%	2%	19%	4%	20%	18%	14%	12%	12%	16%	24%	16%	25%	18%	17%	19%
			a		a	bc					a		a			
TalkTalk	85	4	81	8	77	65	20	13	8	75	6	76	6	57	25	7
	9%	3%	10%	4%	10%	11%	5%	13%	12%	10%	5%	9%	6%	10%	8%	10%
			a		a	b		b	b	b						
EE	31	2	29	5	26	28	3	8	6	9	21	14	16	23	7	6
	3%	1%	3%	3%	3%	5%	1%	8%	9%	1%	19%	2%	17%	4%	2%	8%
			a			b		b	ab		a		a	b		b
Plusnet	23	2	22	7	17	18	5	5	3	19	3	20	2	13	9	5
	2%	1%	3%	3%	2%	3%	1%	4%	5%	2%	2%	2%	2%	2%	3%	6%
						b		b	b							ab
Post Office	12	5	7	5	7	9	3	1	1	9	-	9	-	5	5	1
	1%	3%	1%	3%	1%	2%	1%	1%	2%	1%	-%	1%	-%	1%	1%	1%
		b		b												
Vodafone	11	*	11	*	11	10	2	4	2	3	9	3	9	8	3	2
	1%	*%	1%	*%	1%	2%	*%	4%	3%	*%	8%	*%	9%	1%	1%	2%
						b		ab	b		a		a			
KCOM	9	-	9	-	9	4	6	-	-	9	-	9	-	8	2	1
	1%	-%	1%	-%	1%	1%	1%	-%	-%	1%	-%	1%	-%	1%	1%	1%
					a											
Utility Warehouse	7	-	7	*	7	6	1	1	*	3	4	4	3	5	2	1
	1%	-%	1%	*%	1%	1%	*%	1%	1%	*%	3%	*%	3%	1%	1%	2%
											a		a			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 17

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1841	282	1559	378	1463	1099	742	191	126	1446	218	1476	188	1074	590	140
Effective Weighted Sample	1681	261	1422	349	1333	1002	679	174	115	1323	200	1350	173	984	539	129
Total	978	140	838	192	786	592	386	107	69	787	114	803	99	586	316	74
SSE	2	1	1	1	1	2	1	-	-	2	-	2	-	*	1	-
	*%	1%	*%	1%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	-%
		b		b												
John Lewis	2	-	2	-	2	2	-	*	*	2	-	2	-	2	-	*
	*%	-%	*%	-%	*%	*%	-%	*%	1%	*%	-%	*%	-%	*%	-%	1%
									b							
GiffGaff	1	-	1	-	1	1	-	-	-	1	-	1	-	1	*	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%
NOW TV/ NOW Broadband	1	-	1	-	1	1	*	1	1	1	-	1	-	1	-	-
	*%	-%	*%	-%	*%	*%	*%	1%	1%	*%	-%	*%	-%	*%	-%	-%
First Utility	*	-	*	-	*	*	-	-	-	-	-	-	-	-	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Other supplier	8	8	-	8	-	7	1	3	3	6	-	6	-	5	1	2
	1%	6%	-%	4%	-%	1%	*%	3%	4%	1%	-%	1%	-%	1%	*%	3%
		b		b		b		b	ab							ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 17

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	62	1579	159	1482	1054	587	173	115	252	843	278	817	624	471	83	50
Effective Weighted Sample	1681	57	1441	145	1352	962	536	158	106	235	789	259	765	585	439	78	47
Total	978	29	850	82	798	574	305	96	62	138	487	155	470	358	267	48	28
BT	345	**	256	47	226	145	128	24	16	84	75	92	67	86	73	**	**
	35%	**	30%	57%	28%	25%	42%	25%	26%	61%	16%	59%	14%	24%	28%	**	**
				b			acd			b		b					
Sky	277	**	272	8	265	197	75	26	16	1	251	7	245	143	109	**	**
	28%	**	32%	10%	33%	34%	25%	28%	26%	1%	52%	5%	52%	40%	41%	**	**
					a	b					a		a				
Virgin Media	163	**	153	5	149	99	55	13	8	6	133	7	131	86	52	**	**
	17%	**	18%	6%	19%	17%	18%	13%	14%	4%	27%	5%	28%	24%	19%	**	**
					a						a		a				
TalkTalk	85	**	79	5	75	56	24	13	8	14	19	14	19	18	15	**	**
	9%	**	9%	6%	9%	10%	8%	13%	12%	10%	4%	9%	4%	5%	6%	**	**
								b		b		b					
EE	31	**	28	3	26	26	3	7	5	8	3	8	3	10	1	**	**
	3%	**	3%	4%	3%	5%	1%	7%	8%	5%	1%	5%	1%	3%	*%	**	**
						b		b	b	b		b		b			
Plusnet	23	**	22	5	17	15	7	2	2	6	4	6	3	3	7	**	**
	2%	**	3%	6%	2%	3%	2%	2%	4%	4%	1%	4%	1%	1%	3%	**	**
				b						b		b			a		
Post Office	12	**	7	1	7	5	3	1	*	4	-	4	-	2	2	**	**
	1%	**	1%	2%	1%	1%	1%	1%	1%	3%	-%	3%	-%	1%	1%	**	**
										b		b					
Vodafone	11	**	11	-	11	10	1	4	2	5	*	5	*	4	2	**	**
	1%	**	1%	-%	1%	2%	*%	4%	3%	4%	*%	3%	*%	1%	1%	**	**
						b		ab	b	b		b					
KCOM	9	**	9	-	9	4	5	-	-	4	-	4	-	3	2	**	**
	1%	**	1%	-%	1%	1%	2%	-%	-%	3%	-%	3%	-%	1%	1%	**	**
										b		b					
Utility Warehouse	7	**	7	*	7	6	1	1	*	2	-	2	-	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 - a,b,c,d

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 17

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	62	1579	159	1482	1054	587	173	115	252	843	278	817	624	471	83	50
Effective Weighted Sample	1681	57	1441	145	1352	962	536	158	106	235	789	259	765	585	439	78	47
Total	978	29	850	82	798	574	305	96	62	138	487	155	470	358	267	48	28
SSE	2	**	1	*	1	1	*	-	-	2	-	2	-	1	1	**	**
	*%	**	*%	*%	*%	*%	*%	-%	-%	1%	-%	1%	-%	*%	*%	**	**
										b		b					
John Lewis	2	**	2	-	2	2	-	*	*	-	-	-	-	-	-	**	**
	*%	**	*%	-%	*%	*%	-%	*%	1%	-%	-%	-%	-%	-%	-%	**	**
									b								
GiffGaff	1	**	1	-	1	1	-	-	-	1	-	1	-	1	*	**	**
	*%	**	*%	-%	*%	*%	-%	-%	-%	1%	-%	1%	-%	*%	*%	**	**
										b		b					
NOW TV/ NOW Broadband	1	**	1	-	1	1	-	1	1	*	-	*	-	*	-	**	**
	*%	**	*%	-%	*%	*%	-%	1%	1%	*%	-%	*%	-%	*%	-%	**	**
								ab	b								
First Utility	*	**	*	-	*	*	-	-	-	-	-	-	-	-	-	**	**
	*%	**	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**	**
Other supplier	8	**	-	7	-	6	1	3	3	1	-	1	-	1	*	**	**
	1%	**	-%	9%	-%	1%	*%	3%	5%	1%	-%	1%	-%	*%	*%	**	**
				b				ab	ab	b		b					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 17

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1841	197	338	27	19	1096	535	743	1098	660	670	93	195	225
Effective Weighted Sample	1681	182	318	25	17	1025	500	687	1007	588	628	87	178	208
Total	978	108	177	16	10	625	285	439	539	324	393	49	103	109
BT	345	47	105	**	**	159	152	125	221	168	40	**	45	85
	35%	44%	59%	**	**	25%	53%	28%	41%	52%	10%	**	44%	78%
			a				a		a	b			b	abd
Sky	277	6	9	**	**	252	15	146	131	24	232	**	8	*
	28%	6%	5%	**	**	40%	5%	33%	24%	7%	59%	**	8%	*%
						b		b		e	ade		e	
Virgin Media	163	9	11	**	**	138	20	79	84	26	100	**	11	2
	17%	9%	6%	**	**	22%	7%	18%	16%	8%	25%	**	10%	2%
						b				e	ade		e	
TalkTalk	85	20	24	**	**	34	43	36	49	57	17	**	6	4
	9%	18%	13%	**	**	5%	15%	8%	9%	17%	4%	**	6%	4%
							a			bde				
EE	31	8	9	**	**	11	17	17	14	6	2	**	20	2
	3%	7%	5%	**	**	2%	6%	4%	3%	2%	1%	**	19%	2%
							a			b			abe	
Plusnet	23	4	7	**	**	10	11	14	10	16	3	**	2	2
	2%	4%	4%	**	**	2%	4%	3%	2%	5%	1%	**	1%	1%
							a			bde				
Post Office	12	1	4	**	**	4	6	1	11	7	-	**	-	5
	1%	1%	3%	**	**	1%	2%	*%	2%	2%	-%	**	-%	4%
							a		a	bd				bd
Vodafone	11	3	1	**	**	5	4	8	4	3	-	**	9	-
	1%	2%	1%	**	**	1%	1%	2%	1%	1%	-%	**	8%	-%
								b		b			abe	
KCOM	9	2	2	**	**	4	4	6	4	9	-	**	-	-
	1%	2%	1%	**	**	1%	1%	1%	1%	3%	-%	**	-%	-%
										bde				
Utility Warehouse	7	1	3	**	**	2	4	3	4	3	-	**	4	-
	1%	1%	2%	**	**	*%	1%	1%	1%	1%	-%	**	4%	-%
							a			b			abe	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 17

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1841	197	338	27	19	1096	535	743	1098	660	670	93	195	225
Effective Weighted Sample	1681	182	318	25	17	1025	500	687	1007	588	628	87	178	208
Total	978	108	177	16	10	625	285	439	539	324	393	49	103	109
SSE	2	-	1	**	**	2	1	*	2	1	-	**	-	1
	*%	-%	*%	**	**	*%	*%	*%	*%	*%	-%	**	-%	1% b
John Lewis	2	2	-	**	**	-	2	*	1	2	-	**	-	-
	*%	1% b	-%	**	**	-%	1% a	*%	*%	*%	-%	**	-%	-%
GiffGaff	1	-	-	**	**	1	-	-	1	1	-	**	-	-
	*%	-%	-%	**	**	*%	-%	-%	*%	*%	-%	**	-%	-%
NOW TV/ NOW Broadband	1	1	-	**	**	*	1	1	-	1	-	**	-	-
	*%	1%	-%	**	**	*%	*%	*%	-%	*%	-%	**	-%	-%
First Utility	*	-	-	**	**	-	-	-	*	*	-	**	-	-
	*%	-%	-%	**	**	-%	-%	-%	*%	*%	-%	**	-%	-%
Other supplier	8	4	2	**	**	1	6	4	4	-	-	**	-	8
	1%	4% b	1%	**	**	*%	2% a	1%	1%	-%	-%	**	-%	7% abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 17

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1841	90	604	638	1332	505	224	320	685	832	862	979	476	577	381	407	1053	788
Effective Weighted Sample	1681	86	567	601	1233	484	212	301	632	781	781	905	444	534	364	376	968	729
Total	978	57	392	319	769	208	96	202	401	374	480	498	306	299	160	213	605	373
BT	345	**	97	118	224	120	62	46	110	189	185	160	104	100	58	83	204	141
	35%	**	25%	37%	29%	58%	65%	23%	27%	50%	39%	32%	34%	33%	36%	39%	34%	38%
				bd	b	bcd	bcd			ab	b							
Sky	277	**	137	89	252	25	8	79	131	67	141	136	93	89	44	51	183	94
	28%	**	35%	28%	33%	12%	8%	39%	33%	18%	29%	27%	30%	30%	27%	24%	30%	25%
			cef	ef	cef			bc	c				d	d			b	
Virgin Media	163	**	73	59	141	21	8	34	77	51	73	90	52	56	25	30	108	55
	17%	**	19%	18%	18%	10%	8%	17%	19%	14%	15%	18%	17%	19%	15%	14%	18%	15%
			ef	ef	ef				c									
TalkTalk	85	**	37	23	66	19	8	20	35	31	36	49	23	18	20	24	41	44
	9%	**	9%	7%	9%	9%	9%	10%	9%	8%	7%	10%	7%	6%	12%	11%	7%	12%
															ab	ab		a
EE	31	**	16	10	28	2	*	9	14	8	13	18	7	13	4	7	20	11
	3%	**	4%	3%	4%	1%	*%	4%	3%	2%	3%	4%	2%	4%	3%	3%	3%	3%
			ef	ef	ef			c						a				
Plusnet	23	**	11	6	19	5	2	7	11	5	9	14	10	6	1	5	17	7
	2%	**	3%	2%	2%	2%	2%	3%	3%	1%	2%	3%	3%	2%	1%	3%	3%	2%
								c					c					
Post Office	12	**	3	2	5	6	3	*	4	7	5	7	3	4	1	3	7	5
	1%	**	1%	*%	1%	3%	3%	*%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
						bcd	bcd			a								
Vodafone	11	**	6	2	10	2	1	3	7	2	6	5	3	6	1	2	9	3
	1%	**	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
KCOM	9	**	3	4	7	2	1	2	3	5	4	5	6	1	2	1	7	2
	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%	1%
													bd					
Utility Warehouse	7	**	4	2	6	2	1	1	4	2	3	4	3	1	1	1	4	3
	1%	**	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 17

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	**16-24**	**25-44**	**45-64**	**UNDER 65**	**65+**	**75+**	**16-34**	**35-54**	**55+**	**MALE**	**FEMALE**	**AB**	**C1**	**C2**	**DE**	**ABC1**	**C2DE**
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1841	90	604	638	1332	505	224	320	685	832	862	979	476	577	381	407	1053	788
Effective Weighted Sample	1681	86	567	601	1233	484	212	301	632	781	781	905	444	534	364	376	968	729
Total	978	57	392	319	769	208	96	202	401	374	480	498	306	299	160	213	605	373
SSE	2	**	-	1	1	1	1	-	*	2	-	2	-	*	1	1	*	2
	*%	**	-%	*%	*%	1%	1%	-%	*%	*%	-%	*%	-%	*%	*%	1%	*%	1%
							bd					a						a
John Lewis	2	**	-	1	1	*	-	-	-	2	1	*	1	-	*	-	1	*
	*%	**	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%
GiffGaff	1	**	1	1	1	-	-	1	*	*	-	1	-	1	*	*	1	1
	*%	**	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%
NOW TV/ NOW Broadband	1	**	*	1	1	-	-	-	*	1	-	1	1	-	*	-	1	*
	*%	**	*%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%
First Utility	*	**	-	*	*	-	-	-	-	*	-	*	*	-	-	-	*	-
	*%	**	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%
Other supplier	8	**	4	1	6	2	*	2	3	3	2	6	-	4	1	3	4	4
	1%	**	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%
														a	a	a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1841	1573	268	1532	175	87	47
Effective Weighted Sample	1681	1439	243	1400	159	80	42
Total	978	845	133	820	89	46	24
BT	345	276	69	285	34	**	**
	35%	33%	52%	35%	38%	**	**
			a				
Sky	277	245	32	224	22	**	**
	28%	29%	24%	27%	25%	**	**
Virgin Media	163	159	4	142	16	**	**
	17%	19%	3%	17%	18%	**	**
		b					
TalkTalk	85	77	8	72	7	**	**
	9%	9%	6%	9%	8%	**	**
EE	31	26	5	29	2	**	**
	3%	3%	3%	4%	2%	**	**
Plusnet	23	19	5	20	3	**	**
	2%	2%	3%	2%	3%	**	**
Post Office	12	8	3	10	2	**	**
	1%	1%	3%	1%	2%	**	**
			a				
Vodafone	11	8	3	9	1	**	**
	1%	1%	2%	1%	2%	**	**
			a				
KCOM	9	9	-	9	-	**	**
	1%	1%	-%	1%	-%	**	**
Utility Warehouse	7	5	2	7	*	**	**
	1%	1%	2%	1%	*%	**	**
			a				
SSE	2	2	*	2	*	**	**
	*%	*%	*%	*%	*%	**	**
John Lewis	2	2	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Which provider do you use for your Landline phone or line rental service? If you use more than one provider for your Landline phone or line rental service please say which is the MAIN one you use or the one your household spends the most money on.

Base : Those responsible for the household's landline service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1841	1573	268	1532	175	87	47
Effective Weighted Sample	1681	1439	243	1400	159	80	42
Total	978	845	133	820	89	46	24
GiffGaff	1	1	-	1	-	**	**
	*%	*%	-%	*%	-%	**	**
NOW TV/ NOW Broadband	1	1	-	1	-	**	**
	*%	*%	-%	*%	-%	**	**
First Utility	*	*	-	*	-	**	**
	*%	*%	-%	*%	-%	**	**
Other supplier	8	6	2	7	1	**	**
	1%	1%	2%	1%	1%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 18

Any break column with 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. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1747	110	1531	204	1437	1046	595	184	119	1440	229	1472	197	1102	567	153
Effective Weighted Sample	1586	102	1396	188	1309	954	544	168	109	1310	209	1338	181	1005	514	140
Total	948	57	822	108	772	566	313	102	64	794	121	812	104	608	307	83
Sky	297	15	270	22	263	216	69	33	21	274	14	275	13	196	92	21
	31%	27%	33%	21%	34%	38%	22%	32%	33%	35%	12%	34%	13%	32%	30%	25%
					a	b		b	b	b		b				
BT	235	1	227	27	200	94	134	21	14	200	21	202	19	136	85	14
	25%	2%	28%	25%	26%	17%	43%	21%	21%	25%	17%	25%	18%	22%	28%	16%
			a				acd			b		b			ac	
Virgin Media	186	8	152	12	148	108	52	14	9	154	29	157	26	121	62	17
	20%	14%	18%	11%	19%	19%	17%	13%	13%	19%	24%	19%	25%	20%	20%	21%
					a								a			
TalkTalk	95	6	80	10	75	63	23	13	8	86	6	87	5	62	30	10
	10%	11%	10%	10%	10%	11%	7%	13%	12%	11%	5%	11%	5%	10%	10%	13%
						b		b		b		b				
EE	40	5	29	9	26	26	8	7	5	9	31	16	24	30	10	8
	4%	9%	4%	8%	3%	5%	3%	7%	7%	1%	25%	2%	23%	5%	3%	10%
		b		b		b		b	b		a		a			ab
Plusnet	32	8	22	13	17	21	9	4	2	27	4	28	3	21	10	5
	3%	14%	3%	12%	2%	4%	3%	4%	3%	3%	3%	3%	3%	3%	3%	6%
		b		b												
Vodafone	16	1	11	1	11	10	2	4	2	5	11	7	9	10	5	2
	2%	1%	1%	1%	1%	2%	1%	4%	3%	1%	9%	1%	9%	2%	2%	2%
						b		b	b		a		a			
KCOM	9	-	9	-	9	4	6	-	-	9	-	9	-	8	2	1
	1%	-%	1%	-%	1%	1%	2%	-%	-%	1%	-%	1%	-%	1%	1%	1%
							a									
Post Office	9	1	7	1	7	5	3	1	1	9	-	9	-	4	5	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	2%	1%
Utility Warehouse	8	*	7	1	7	6	1	1	*	4	4	4	3	6	2	1
	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	3%	1%	3%	1%	1%	2%
											a		a			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1747	110	1531	204	1437	1046	595	184	119	1440	229	1472	197	1102	567	153
Effective Weighted Sample	1586	102	1396	188	1309	954	544	168	109	1310	209	1338	181	1005	514	140
Total	948	57	822	108	772	566	313	102	64	794	121	812	104	608	307	83
NOW TV/ NOW Broadband	3	1	1	1	1	1	1	1	1	3	-	3	-	3	-	1
	*%	1%	*%	1%	*%	*%	*%	1%	1%	*%	-%	*%	-%	*%	-%	1%
		b														b
GiffGaff	2	-	2	-	2	1	*	-	-	2	-	2	-	1	*	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	-%
John Lewis	2	-	2	-	2	2	-	*	*	2	-	2	-	2	-	*
	*%	-%	*%	-%	*%	*%	-%	*%	1%	*%	-%	*%	-%	*%	-%	1%
									b							
SSE	1	-	1	-	1	1	1	-	-	1	1	1	1	*	1	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	1%	*%	*%	-%
First Utility	1	*	1	*	1	*	1	-	-	*	*	*	*	1	-	-
	*%	1%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%
Other supplier	13	11	1	11	1	8	4	4	3	10	*	10	*	7	4	2
	1%	19%	*%	10%	*%	1%	1%	3%	5%	1%	*%	1%	*%	1%	1%	3%
		b		b				ab	ab							

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 18

Any break column with 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. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	122	1625	224	1523	1122	625	194	128	244	849	271	822	626	467	85	51
Effective Weighted Sample	1586	107	1479	200	1386	1019	568	175	117	227	793	252	768	586	434	80	48
Total	948	65	883	121	827	620	328	110	70	136	496	153	479	364	267	50	29
Sky	297	6	290	15	281	210	87	26	16	1	265	10	256	149	118	**	**
	31%	10%	33%	13%	34%	34%	26%	24%	23%	1%	53%	6%	53%	41%	44%	**	**
			a		a	bcd					a		a				
BT	235	6	229	32	203	120	116	22	15	72	51	77	47	65	58	**	**
	25%	9%	26%	27%	25%	19%	35%	20%	21%	53%	10%	50%	10%	18%	22%	**	**
			a				acd			b		b					
Virgin Media	186	14	173	19	167	121	66	19	12	7	143	10	140	96	53	**	**
	20%	21%	20%	15%	20%	19%	20%	17%	17%	5%	29%	6%	29%	26%	20%	**	**
											a		a	b			
TalkTalk	95	11	84	15	79	67	28	15	9	15	22	15	22	21	17	**	**
	10%	17%	9%	13%	10%	11%	8%	13%	12%	11%	5%	10%	5%	6%	6%	**	**
		b						b		b		b					
EE	40	1	38	5	35	34	5	11	7	11	7	11	6	14	3	**	**
	4%	2%	4%	4%	4%	6%	2%	10%	11%	8%	1%	7%	1%	4%	1%	**	**
						b		ab	ab	b		b		b			
Plusnet	32	8	24	13	19	23	9	3	3	9	6	10	5	6	8	**	**
	3%	12%	3%	11%	2%	4%	3%	3%	4%	6%	1%	6%	1%	2%	3%	**	**
		b		b						b		b					
Vodafone	16	2	14	4	12	14	2	6	3	6	*	6	*	4	3	**	**
	2%	3%	2%	3%	1%	2%	1%	6%	4%	5%	*%	4%	*%	1%	1%	**	**
						b		ab	b	b		b					
KCOM	9	-	9	-	9	4	5	-	-	4	-	4	-	3	2	**	**
	1%	-%	1%	-%	1%	1%	2%	-%	-%	3%	-%	3%	-%	1%	1%	**	**
										b		b					
Post Office	9	2	7	2	7	6	3	1	1	3	-	3	-	1	2	**	**
	1%	3%	1%	2%	1%	1%	1%	1%	2%	2%	-%	2%	-%	*%	1%	**	**
		b								b		b					
Utility Warehouse	8	*	7	1	7	6	1	1	*	2	-	2	-	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 - a,b,c,d

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 18

Any break column with 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. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	122	1625	224	1523	1122	625	194	128	244	849	271	822	626	467	85	51
Effective Weighted Sample	1586	107	1479	200	1386	1019	568	175	117	227	793	252	768	586	434	80	48
Total	948	65	883	121	827	620	328	110	70	136	496	153	479	364	267	50	29
NOW TV/ NOW Broadband	3	-	3	-	3	2	1	1	1	*	2	*	2	1	1	**	**
	*%	-%	*%	-%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	**	**
GiffGaff	2	*	1	*	1	1	*	-	-	1	*	1	*	1	1	**	**
	*%	1%	*%	*%	*%	*%	*%	-%	-%	1%	*%	1%	*%	*%	*%	**	**
										b		b					
John Lewis	2	-	2	-	2	2	-	*	*	-	-	-	-	-	-	**	**
	*%	-%	*%	-%	*%	*%	-%	*%	1%	-%	-%	-%	-%	-%	-%	**	**
SSE	1	1	1	1	1	1	1	-	-	1	-	1	-	*	1	**	**
	*%	1%	*%	*%	*%	*%	*%	-%	-%	1%	-%	1%	-%	*%	*%	**	**
		b								b		b					
First Utility	1	1	*	1	*	*	1	-	-	-	-	-	-	-	-	**	**
	*%	1%	*%	1%	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	**	**
		b		b													
Other supplier	13	13	-	13	-	9	4	3	3	2	*	2	*	2	*	**	**
	1%	19%	-%	10%	-%	1%	1%	3%	4%	1%	*%	1%	*%	1%	*%	**	**
		b		b					ab	b		b					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 18

Any break column with 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. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1747	189	262	28	20	1094	451	789	958	660	670	93	213	113
Effective Weighted Sample	1586	173	241	26	18	1021	414	728	869	588	628	87	191	99
Total	948	107	140	17	11	632	247	471	477	324	393	49	120	61
Sky	297	9	11	**	**	266	20	159	138	24	232	**	21	6
	31%	9%	8%	**	**	42%	8%	34%	29%	7%	59%	**	18%	11%
						b		b			ade		a	
BT	235	36	54	**	**	123	90	105	130	168	40	**	15	6
	25%	34%	39%	**	**	20%	37%	22%	27%	52%	10%	**	12%	10%
							a		a	bde				
Virgin Media	186	14	13	**	**	150	27	95	92	26	100	**	23	13
	20%	13%	9%	**	**	24%	11%	20%	19%	8%	25%	**	19%	22%
						b					a		a	a
TalkTalk	95	19	26	**	**	38	46	42	52	57	17	**	9	10
	10%	18%	19%	**	**	6%	19%	9%	11%	17%	4%	**	8%	17%
							a			bd				bd
EE	40	8	11	**	**	17	19	24	16	6	2	**	30	1
	4%	7%	8%	**	**	3%	8%	5%	3%	2%	1%	**	25%	1%
							a			b			abe	
Plusnet	32	4	10	**	**	15	14	18	14	16	3	**	4	8
	3%	4%	7%	**	**	2%	6%	4%	3%	5%	1%	**	3%	13%
							a			b			b	abd
Vodafone	16	4	2	**	**	7	6	10	6	3	-	**	11	2
	2%	4%	1%	**	**	1%	2%	2%	1%	1%	-%	**	9%	3%
							a			b			abe	ab
KCOM	9	2	2	**	**	4	4	6	4	9	-	**	-	-
	1%	2%	1%	**	**	1%	1%	1%	1%	3%	-%	**	-%	-%
										bd				
Post Office	9	1	4	**	**	3	5	1	9	7	-	**	-	2
	1%	1%	3%	**	**	*%	2%	*%	2%	2%	-%	**	-%	4%
							a		a	bd				bd
Utility Warehouse	8	1	3	**	**	2	4	3	5	3	-	**	4	*
	1%	1%	2%	**	**	*%	2%	1%	1%	1%	-%	**	3%	1%
							a			b			ab	b

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 18

Any break column with 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. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1747	189	262	28	20	1094	451	789	958	660	670	93	213	113
Effective Weighted Sample	1586	173	241	26	18	1021	414	728	869	588	628	87	191	99
Total	948	107	140	17	11	632	247	471	477	324	393	49	120	61
NOW TV/ NOW Broadband	3	1	-	**	**	2	1	3	-	1	-	**	2	-
	*%	1%	-%	**	**	*%	*%	1%	-%	*%	-%	**	1%	-%
								b					b	
GiffGaff	2	-	-	**	**	2	-	-	2	1	-	**	*	-
	*%	-%	-%	**	**	*%	-%	-%	*%	*%	-%	**	*%	-%
John Lewis	2	2	-	**	**	-	2	*	1	2	-	**	-	-
	*%	1%	-%	**	**	-%	1%	*%	*%	*%	-%	**	-%	-%
							a							
SSE	1	-	-	**	**	1	-	*	1	1	-	**	1	-
	*%	-%	-%	**	**	*%	-%	*%	*%	*%	-%	**	*%	-%
First Utility	1	*	*	**	**	-	1	*	1	*	-	**	*	*
	*%	*%	*%	**	**	-%	*%	*%	*%	*%	-%	**	*%	1%
Other supplier	13	5	4	**	**	2	9	6	7	-	-	**	1	12
	1%	4%	3%	**	**	*%	4%	1%	1%	-%	-%	**	1%	19%
							a						ab	abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 18

Any break column with 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. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1747	113	652	636	1401	342	109	373	714	656	827	920	474	566	372	335	1040	707
Effective Weighted Sample	1586	107	608	600	1292	336	107	347	657	618	746	844	440	520	350	307	952	649
Total	948	73	424	318	815	131	42	236	421	289	468	479	308	301	162	178	608	340
Sky	297	29	147	96	273	24	7	86	141	70	149	147	98	95	47	57	193	104
	31%	40%	35%	30%	33%	19%	16%	36%	34%	24%	32%	31%	32%	32%	29%	32%	32%	31%
		cef	ef	ef	ef			c	c									
BT	235	12	85	88	185	50	17	46	87	101	129	106	84	68	42	42	152	84
	25%	16%	20%	28%	23%	38%	41%	20%	21%	35%	28%	22%	27%	23%	26%	23%	25%	25%
				abd		abcd	abcd			ab	b							
Virgin Media	186	16	86	66	167	19	4	49	86	51	90	97	57	64	33	31	122	64
	20%	22%	20%	21%	20%	14%	10%	21%	20%	18%	19%	20%	19%	21%	20%	18%	20%	19%
		f	ef	ef	ef													
TalkTalk	95	9	43	27	79	16	5	27	39	29	41	54	24	26	22	22	50	44
	10%	12%	10%	8%	10%	12%	13%	11%	9%	10%	9%	11%	8%	9%	13%	13%	8%	13%
															ab	a		a
EE	40	2	22	13	37	2	1	11	21	7	18	22	10	17	6	7	26	13
	4%	3%	5%	4%	5%	2%	2%	5%	5%	2%	4%	5%	3%	6%	4%	4%	4%	4%
			e	e	e			c	c									
Plusnet	32	2	15	10	26	6	2	5	19	8	15	18	14	11	1	5	26	6
	3%	2%	3%	3%	3%	5%	5%	2%	5%	3%	3%	4%	5%	4%	1%	3%	4%	2%
													c	c		c	b	
Vodafone	16	2	8	4	14	1	1	5	8	3	8	8	4	6	2	4	10	6
	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%
KCOM	9	1	3	4	7	2	1	2	3	5	4	5	6	1	2	1	7	2
	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	*%	1%	1%	1%	1%
													b					
Post Office	9	*	4	3	7	2	1	1	4	4	4	6	2	4	1	3	6	3
	1%	*%	1%	1%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Utility Warehouse	8	-	4	2	6	2	1	1	5	2	3	4	3	1	1	2	4	3
	1%	-%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
NOW TV/ NOW Broadband	3	-	2	1	3	-	-	1	1	1	1	2	1	2	*	-	2	*
	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 18

Any break column with 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. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1747	113	652	636	1401	342	109	373	714	656	827	920	474	566	372	335	1040	707
Effective Weighted Sample	1586	107	608	600	1292	336	107	347	657	618	746	844	440	520	350	307	952	649
Total	948	73	424	318	815	131	42	236	421	289	468	479	308	301	162	178	608	340
GiffGaff	2	-	1	1	1	*	-	1	*	1	-	2	-	1	*	*	1	1
	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%
John Lewis	2	-	-	1	1	*	-	-	-	2	1	*	1	-	*	-	1	*
	*%	-%	-%	*%	*%	*%	-%	-%	-%	1%	*%	*%	*%	-%	*%	-%	*%	*%
SSE	1	-	-	1	1	*	*	-	1	*	1	1	-	-	-	1	-	1
	*%	-%	-%	*%	*%	*%	1%	-%	*%	*%	*%	*%	-%	-%	-%	1%	-%	*%
							b									b		a
First Utility	1	-	-	1	1	*	*	-	*	1	-	1	*	-	1	-	*	1
	*%	-%	-%	*%	*%	*%	1%	-%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%
							bd											
Other supplier	13	1	5	2	8	5	2	3	4	6	6	7	3	5	3	3	7	5
	1%	1%	1%	*%	1%	4%	4%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%
						bcd	cd											

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

Q6C. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1747	1498	249	1458	169	81	39
Effective Weighted Sample	1586	1361	226	1325	152	75	35
Total	948	822	125	800	86	42	19
Sky	297	264	32	243	25	**	**
	31%	32%	26%	30%	29%	**	**
		b					
BT	235	182	54	195	24	**	**
	25%	22%	43%	24%	28%	**	**
			a				
Virgin Media	186	181	5	164	18	**	**
	20%	22%	4%	21%	21%	**	**
		b					
TalkTalk	95	85	9	79	7	**	**
	10%	10%	7%	10%	9%	**	**
EE	40	32	7	37	2	**	**
	4%	4%	6%	5%	2%	**	**
Plusnet	32	27	5	27	3	**	**
	3%	3%	4%	3%	4%	**	**
Vodafone	16	12	4	13	2	**	**
	2%	1%	3%	2%	2%	**	**
KCOM	9	9	-	9	-	**	**
	1%	1%	-%	1%	-%	**	**
Post Office	9	8	2	7	2	**	**
	1%	1%	1%	1%	2%	**	**
Utility Warehouse	8	5	2	7	*	**	**
	1%	1%	2%	1%	*%	**	**
NOW TV/ NOW Broadband	3	3	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**
GiffGaff	2	2	-	1	-	**	**
	*%	*%	-%	*%	-%	**	**

Columns Tested: 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.

Q6C. SHOWCARD Which provider do you use for your Fixed broadband service? If you use more than one provider for your Fixed broadband service please say which is the MAIN one you use or the one your household spends the most money on.

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1747	1498	249	1458	169	81	39
Effective Weighted Sample	1586	1361	226	1325	152	75	35
Total	948	822	125	800	86	42	19
John Lewis	2	2	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**
SSE	1	1	-	*	1	**	**
	*%	*%	-%	*%	1%	**	**
					a		
First Utility	1	1	-	1	-	**	**
	*%	*%	-%	*%	-%	**	**
Other supplier	13	8	4	10	3	**	**
	1%	1%	3%	1%	3%	**	**
			a				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
Sky	424	30	358	51	336	269	118	44	28	369	34	373	31	269	134	28
	38%	24%	45%	30%	45%	49%	33%	46%	45%	40%	29%	40%	31%	41%	36%	33%
			a		a	b		b	b	b		b		b		
Freeview	389	73	173	88	158	113	133	24	14	306	32	313	25	189	149	21
	35%	60%	22%	52%	21%	20%	37%	25%	23%	33%	28%	33%	26%	29%	40%	25%
		b		b			acd					b			ac	
Virgin Media	157	7	135	8	133	94	48	9	6	123	27	125	25	101	50	15
	14%	5%	17%	5%	18%	17%	13%	10%	10%	13%	24%	13%	25%	15%	13%	18%
			a		a	c					a		a			
BT	57	-	53	3	50	25	28	6	4	45	10	47	9	35	21	6
	5%	-%	7%	2%	7%	5%	8%	7%	6%	5%	9%	5%	9%	5%	6%	7%
			a		a		a				a		a			
Freesat	42	3	33	7	29	23	13	6	5	35	4	37	2	30	9	5
	4%	3%	4%	4%	4%	4%	4%	6%	9%	4%	3%	4%	2%	5%	2%	6%
									ab					b		b
TalkTalk	26	4	21	5	20	16	9	4	3	23	2	23	2	19	6	4
	2%	4%	3%	3%	3%	3%	2%	4%	4%	2%	2%	2%	2%	3%	2%	5%
																b
NOW TV/ NOW Broadband	13	2	6	3	5	6	2	2	-	13	-	13	-	10	4	1
	1%	1%	1%	2%	1%	1%	1%	2%	-%	1%	-%	1%	-%	1%	1%	1%
				b												
Plusnet	6	1	4	2	3	2	4	1	1	4	1	5	*	3	2	1
	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%	*%	1%	1%
EE	5	1	3	1	3	3	1	1	1	3	3	3	3	5	-	2
	*%	1%	*%	1%	*%	1%	*%	1%	2%	*%	2%	*%	3%	1%	-%	2%
											a		a	b		b
YouView	4	1	3	1	3	2	1	-	-	3	1	3	1	3	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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
Sky	424	**	375	37	352	266	123	40	27	153	272	162	263	217	207	**	**
	38%	**	45%	37%	45%	47%	40%	40%	42%	85%	53%	82%	53%	56%	69%	**	**
						b				b		b			a		
Freeview	389	**	179	44	162	126	80	28	17	-	-	-	-	-	-	**	**
	35%	**	22%	44%	21%	22%	26%	28%	28%	-%	-%	-%	-%	-%	-%	**	**
				b													
Virgin Media	157	**	146	3	143	95	51	12	7	8	149	11	147	100	57	**	**
	14%	**	18%	3%	18%	17%	17%	12%	11%	4%	29%	5%	30%	26%	19%	**	**
					a						a		a	b			
BT	57	**	52	3	50	29	24	5	2	4	53	9	48	36	21	**	**
	5%	**	6%	3%	6%	5%	8%	5%	4%	2%	10%	5%	10%	9%	7%	**	**
							a				a		a				
Freesat	42	**	33	8	29	23	14	7	5	-	-	-	-	-	-	**	**
	4%	**	4%	8%	4%	4%	5%	7%	9%	-%	-%	-%	-%	-%	-%	**	**
				b					a								
TalkTalk	26	**	24	1	23	17	7	4	2	3	23	3	23	19	7	**	**
	2%	**	3%	1%	3%	3%	2%	4%	3%	2%	5%	2%	5%	5%	2%	**	**
											a		a	b			
NOW TV/ NOW Broadband	13	**	8	2	7	7	2	2	1	11	2	11	2	9	4	**	**
	1%	**	1%	2%	1%	1%	1%	2%	2%	6%	*%	6%	*%	2%	1%	**	**
				b						b		b					
Plusnet	6	**	6	1	5	2	3	1	1	*	6	1	5	2	4	**	**
	1%	**	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	**	**
EE	5	**	5	-	5	5	1	1	1	-	5	-	5	5	-	**	**
	*%	**	1%	-%	1%	1%	*%	1%	2%	-%	1%	-%	1%	1%	-%	**	**
									b					b			
YouView	4	**	3	1	3	2	1	-	-	-	-	-	-	-	-	**	**
	*%	**	*%	1%	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
Sky	424	-	-	**	**	424	-	213	212	91	232	**	46	44
	38%	-%	-%	**	**	62%	-%	45%	32%	33%	59%	**	36%	16%
						b		b		e	ade		e	
Freeview	389	129	260	**	**	-	389	97	292	148	-	**	32	208
	35%	81%	94%	**	**	-%	89%	21%	45%	53%	-%	**	26%	76%
			a				a		a	bd			b	abd
Virgin Media	157	-	-	**	**	157	-	77	81	2	100	**	26	4
	14%	-%	-%	**	**	23%	-%	16%	12%	1%	25%	**	21%	2%
						b		b			ae		ae	
BT	57	-	-	**	**	57	-	26	31	1	40	**	7	2
	5%	-%	-%	**	**	8%	-%	6%	5%	*%	10%	**	5%	1%
						b					ade		ae	
Freesat	42	28	14	**	**	-	42	20	22	29	-	**	4	9
	4%	18%	5%	**	**	-%	10%	4%	3%	10%	-%	**	3%	3%
		b					a			bde			b	b
TalkTalk	26	-	-	**	**	26	-	13	13	1	17	**	6	1
	2%	-%	-%	**	**	4%	-%	3%	2%	*%	4%	**	5%	1%
						b					ae		ae	
NOW TV/ NOW Broadband	13	-	-	**	**	13	-	13	-	6	-	**	2	5
	1%	-%	-%	**	**	2%	-%	3%	-%	2%	-%	**	1%	2%
						b		b		b			b	b
Plusnet	6	-	-	**	**	6	-	5	1	-	3	**	1	*
	1%	-%	-%	**	**	1%	-%	1%	*%	-%	1%	**	1%	*%
						b		b					a	
EE	5	-	-	**	**	5	-	4	2	-	2	**	2	-
	*%	-%	-%	**	**	1%	-%	1%	*%	-%	1%	**	2%	-%
						b							ae	
YouView	4	2	2	**	**	-	4	3	1	2	-	**	1	1
	*%	1%	1%	**	**	-%	1%	1%	*%	1%	-%	**	1%	*%
							a			b			b	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Sky	424	35	193	145	374	51	19	109	191	124	214	211	141	133	67	83	274	150
	38%	48%	42%	40%	42%	22%	18%	42%	43%	30%	39%	37%	44%	41%	36%	28%	43%	31%
		ef	ef	ef	ef			c	c				cd	d	d		b	
Freeview	389	17	138	109	264	124	64	77	123	188	196	193	75	87	70	157	162	227
	35%	23%	30%	30%	29%	55%	62%	30%	28%	45%	35%	34%	23%	27%	37%	54%	25%	47%
						abcd	abcd			ab					ab	abc		a
Virgin Media	157	11	67	57	135	21	6	35	73	49	73	84	54	59	22	22	113	44
	14%	15%	15%	16%	15%	9%	6%	13%	16%	12%	13%	15%	17%	18%	12%	8%	18%	9%
		f	ef	ef	ef				c				cd	cd	d		b	
BT	57	2	24	19	45	11	4	11	26	20	30	27	21	18	9	9	39	18
	5%	3%	5%	5%	5%	5%	3%	4%	6%	5%	5%	5%	7%	6%	5%	3%	6%	4%
													d	d			b	
Freesat	42	2	12	15	29	13	5	7	11	24	20	22	16	9	6	11	25	17
	4%	3%	3%	4%	3%	6%	5%	3%	3%	6%	4%	4%	5%	3%	3%	4%	4%	4%
						bd				ab								
TalkTalk	26	2	13	8	23	4	3	10	10	6	9	18	5	9	9	4	14	13
	2%	3%	3%	2%	3%	2%	3%	4%	2%	2%	2%	3%	2%	3%	5%	1%	2%	3%
								c				a			ad			
NOW TV/ NOW Broadband	13	1	7	4	12	1	1	2	8	3	5	8	2	6	3	2	8	5
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Plusnet	6	1	3	2	5	*	-	3	2	*	3	3	4	1	*	1	4	2
	1%	1%	1%	*%	1%	*%	-%	1%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%
								c										
EE	5	1	2	2	5	-	-	3	1	1	2	4	-	2	1	3	2	4
	*%	2%	*%	1%	1%	-%	-%	1%	*%	*%	*%	1%	-%	*%	1%	1%	*%	1%
		e						c								a		
YouView	4	1	2	1	3	1	1	1	2	2	2	2	1	*	1	1	2	2
	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
Sky	424	362	63	353	34	**	**
	38%	37%	47%	37%	34%	**	**
			a				
Freeview	389	344	45	324	39	**	**
	35%	35%	33%	34%	39%	**	**
Virgin Media	157	154	3	136	15	**	**
	14%	16%	2%	14%	15%	**	**
		b					
BT	57	47	10	44	5	**	**
	5%	5%	7%	5%	5%	**	**
Freesat	42	32	11	35	6	**	**
	4%	3%	8%	4%	6%	**	**
			a				
TalkTalk	26	26	1	26	*	**	**
	2%	3%	*%	3%	*%	**	**
		b					
NOW TV/ NOW Broadband	13	11	2	11	1	**	**
	1%	1%	2%	1%	1%	**	**
Plusnet	6	6	-	5	1	**	**
	1%	1%	-%	1%	1%	**	**
EE	5	5	1	5	-	**	**
	*%	*%	*%	1%	-%	**	**
YouView	4	4	-	4	-	**	**
	*%	*%	-%	*%	-%	**	**

Columns Tested: 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.

Q6E. OTT SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	~b	a	b	c
Unweighted total	1053	57	686	94	649	498	245	100	64	924	100	937	87	738	286	120
Effective Weighted Sample	971	53	634	88	599	459	228	92	59	854	91	866	79	682	263	112
Total	648	33	406	56	383	294	145	61	37	576	57	584	49	451	182	71
Netflix	523	**	328	**	313	235	118	49	**	470	44	475	**	371	143	57
	81%	**	81%	**	82%	80%	81%	81%	**	82%	77%	81%	**	82%	79%	80%
Amazon Prime Video	238	**	165	**	155	119	56	24	**	208	24	213	**	164	68	28
	37%	**	41%	**	41%	41%	39%	39%	**	36%	43%	36%	**	36%	37%	40%
NOW TV/ NOW Broadband	118	**	63	**	58	37	30	9	**	107	7	107	**	83	31	11
	18%	**	15%	**	15%	13%	20%	15%	**	19%	12%	18%	**	18%	17%	15%
							a									
Disney Life	17	**	15	**	15	11	4	1	**	16	1	16	**	13	3	3
	3%	**	4%	**	4%	4%	3%	2%	**	3%	2%	3%	**	3%	2%	4%
Hayu	5	**	3	**	3	3	*	-	**	4	1	4	**	5	-	3
	1%	**	1%	**	1%	1%	*%	-%	**	1%	2%	1%	**	1%	-%	4%
																b
Other supplier	3	**	2	**	2	2	-	-	**	3	-	3	**	2	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.

Q6E. OTT SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b	a	b	~c	~d
Unweighted total	1053	51	738	91	698	547	242	106	68	142	414	152	404	325	231	49	31
Effective Weighted Sample	971	46	682	84	644	504	224	97	63	131	392	140	382	306	217	45	29
Total	648	30	441	55	415	325	145	65	39	90	260	97	253	202	148	31	18
Netflix	523	**	355	**	340	256	121	51	**	65	218	70	212	162	121	**	**
	81%	**	81%	**	82%	79%	83%	79%	**	72%	84%	73%	84%	80%	82%	**	**
											a		a				
Amazon Prime Video	238	**	176	**	164	129	57	25	**	40	97	41	95	74	63	**	**
	37%	**	40%	**	40%	40%	39%	39%	**	44%	37%	42%	38%	36%	42%	**	**
NOW TV/ NOW Broadband	118	**	67	**	62	45	28	10	**	25	36	26	35	35	26	**	**
	18%	**	15%	**	15%	14%	19%	15%	**	28%	14%	27%	14%	17%	18%	**	**
										b		b					
Disney Life	17	**	15	**	15	12	4	1	**	1	12	1	12	8	4	**	**
	3%	**	3%	**	4%	4%	3%	2%	**	1%	4%	1%	5%	4%	3%	**	**
													a				
Hayu	5	**	4	**	4	5	-	*	**	*	2	*	2	2	1	**	**
	1%	**	1%	**	1%	1%	-%	1%	**	1%	1%	*%	1%	1%	1%	**	**
Other supplier	3	**	2	**	2	2	1	1	**	-	1	-	1	-	1	**	**
	*%	**	*%	**	*%	1%	*%	1%	**	-%	*%	-%	*%	-%	*%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 20

Any break column with 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. OTT SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	~c	~d	a	b	a	~b	a	b	~c	d	e
Unweighted total	1053	100	86	15	10	556	186	1053	-	269	329	37	107	311
Effective Weighted Sample	971	93	80	14	9	523	173	971	-	242	313	35	98	287
Total	648	65	55	10	7	350	120	648	-	148	209	20	67	204
Netflix	523	46	**	**	**	283	89	523	**	115	176	**	49	166
	81%	71%	**	**	**	81%	74%	81%	**	77%	84%	**	73%	81%
											ad			
Amazon Prime Video	238	23	**	**	**	136	46	238	**	63	80	**	25	62
	37%	36%	**	**	**	39%	38%	37%	**	43%	38%	**	38%	30%
										e	e			
NOW TV/ NOW Broadband	118	9	**	**	**	61	18	118	**	27	29	**	11	50
	18%	14%	**	**	**	17%	15%	18%	**	18%	14%	**	17%	24%
														b
Disney Life	17	1	**	**	**	13	3	17	**	3	12	**	1	2
	3%	2%	**	**	**	4%	2%	3%	**	2%	6%	**	1%	1%
											ae			
Hayu	5	1	**	**	**	2	1	5	**	1	1	**	1	1
	1%	1%	**	**	**	1%	1%	1%	**	1%	1%	**	2%	1%
Other supplier	3	1	**	**	**	1	1	3	**	1	1	**	-	1
	*%	1%	**	**	**	*%	1%	*%	**	1%	*%	**	-%	*%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. OTT SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	~e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1053	231	445	310	986	66	15	425	428	199	505	548	303	387	206	157	690	363
Effective Weighted Sample	971	219	419	290	917	64	14	400	396	184	463	511	289	361	190	145	646	330
Total	648	153	306	163	622	26	6	283	268	97	327	321	219	231	99	98	450	197
Netflix	523	139	246	122	506	**	**	247	209	66	263	260	171	190	84	78	361	162
	81%	91%	80%	75%	81%	**	**	87%	78%	69%	81%	81%	78%	82%	85%	79%	80%	82%
		bcd			c			bc	c									
Amazon Prime Video	238	50	117	61	228	**	**	89	114	35	120	118	100	83	32	23	183	55
	37%	33%	38%	37%	37%	**	**	31%	42%	36%	37%	37%	46%	36%	32%	24%	41%	28%
									a				bcd	d			b	
NOW TV/ NOW Broadband	118	31	54	27	113	**	**	55	43	20	52	66	36	40	23	19	76	42
	18%	20%	18%	17%	18%	**	**	19%	16%	20%	16%	21%	16%	17%	23%	20%	17%	21%
Disney Life	17	4	8	5	17	**	**	7	8	2	7	10	10	5	*	2	14	3
	3%	2%	3%	3%	3%	**	**	3%	3%	2%	2%	3%	4%	2%	*%	2%	3%	1%
													c					
Hayu	5	2	3	1	5	**	**	4	1	-	1	4	1	4	*	1	4	1
	1%	1%	1%	*%	1%	**	**	2%	*%	-%	*%	1%	*%	2%	*%	1%	1%	1%
Other supplier	3	1	1	-	3	**	**	2	1	-	1	2	-	2	-	1	2	1
	*%	1%	*%	-%	*%	**	**	1%	*%	-%	*%	1%	-%	1%	-%	1%	*%	*%

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

Q6E. OTT SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1053	906	147	872	99	52	30
Effective Weighted Sample	971	836	135	807	89	49	27
Total	648	560	87	546	56	30	16
Netflix	523	454	70	433	**	**	**
	81%	81%	79%	79%	**	**	**
Amazon Prime Video	238	204	34	208	**	**	**
	37%	36%	39%	38%	**	**	**
NOW TV/ NOW Broadband	118	100	18	106	**	**	**
	18%	18%	20%	19%	**	**	**
Disney Life	17	16	1	15	**	**	**
	3%	3%	1%	3%	**	**	**
Hayu	5	5	-	4	**	**	**
	1%	1%	-%	1%	**	**	**
Other supplier	3	2	1	3	**	**	**
	*%	*%	1%	*%	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2392	179	1485	267	1397	1036	628	180	115	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2141	167	1356	248	1275	947	576	164	105	1929	214	1960	184	1404	737	213
Total	1400	95	806	143	758	566	336	102	64	1276	124	1294	106	921	479	137
Less than 3 months	35	1	20	2	19	16	5	5	4	29	6	30	5	33	2	30
	3%	1%	2%	1%	2%	3%	1%	5%	6%	2%	5%	2%	5%	4%	*%	22%
								b	ab		a		a	b		ab
3-6 months	40	2	22	5	20	20	4	9	7	35	5	36	4	37	3	32
	3%	3%	3%	3%	3%	4%	1%	9%	11%	3%	4%	3%	3%	4%	1%	24%
						b		ab	ab					b		ab
7-12 months	80	4	36	6	33	29	11	13	11	68	13	68	12	65	15	42
	6%	4%	4%	4%	4%	5%	3%	12%	17%	5%	10%	5%	11%	7%	3%	31%
								ab	ab		a		a	b		ab
More than a year, up to 2 years	198	14	94	18	90	74	33	15	10	178	21	180	19	163	35	9
	14%	14%	12%	12%	12%	13%	10%	14%	16%	14%	17%	14%	18%	18%	7%	6%
														bc		
More than 2 years, up to 4 years	262	9	150	19	140	110	49	15	8	237	24	243	19	201	60	7
	19%	10%	19%	13%	18%	20%	14%	15%	13%	19%	19%	19%	18%	22%	13%	5%
			a		a	b								bc	c	
More than 4 years, up to 6 years	219	14	132	19	126	97	48	15	6	203	15	205	14	157	61	5
	16%	14%	16%	13%	17%	17%	14%	14%	9%	16%	12%	16%	13%	17%	13%	4%
						d								bc	c	
More than 6 years, up to 10 years	183	11	120	20	111	78	53	11	5	165	19	169	14	110	74	6
	13%	12%	15%	14%	15%	14%	16%	11%	8%	13%	15%	13%	14%	12%	15%	4%
							d							c	ac	
More than 10 years	341	36	218	51	204	134	120	19	12	321	20	322	18	135	206	4
	24%	38%	27%	35%	27%	24%	36%	19%	19%	25%	16%	25%	17%	15%	43%	3%
		b		b			acd			b		b		c	ac	
Don't know/ can't remember	42	4	16	4	15	8	12	-	-	40	2	40	1	20	22	2
	3%	4%	2%	3%	2%	1%	4%	-%	-%	3%	1%	3%	1%	2%	5%	1%
							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.

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2392	179	1485	267	1397	1036	628	180	115	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2141	167	1356	248	1275	947	576	164	105	1929	214	1960	184	1404	737	213
Total	1400	95	806	143	758	566	336	102	64	1276	124	1294	106	921	479	137
SUMMARY																
UP TO 2 YEARS	354	21	172	30	162	139	53	42	32	309	45	315	39	298	56	114
	25%	22%	21%	21%	21%	25%	16%	41%	50%	24%	36%	24%	37%	32%	12%	83%
						b		ab	ab		a		a	b		ab
MORE THAN 2, UP TO 4 YEARS	262	9	150	19	140	110	49	15	8	237	24	243	19	201	60	7
	19%	10%	19%	13%	18%	20%	14%	15%	13%	19%	19%	19%	18%	22%	13%	5%
			a		a	b								bc	c	
MORE THAN 4, UP TO 10 YEARS	402	25	251	39	238	175	101	26	11	368	34	374	28	267	135	10
	29%	26%	31%	27%	31%	31%	30%	26%	17%	29%	27%	29%	26%	29%	28%	8%
						d	d							c	c	
MORE THAN 10 YEARS	341	36	218	51	204	134	120	19	12	321	20	322	18	135	206	4
	24%	38%	27%	35%	27%	24%	36%	19%	19%	25%	16%	25%	17%	15%	43%	3%
		b		b			acd			b		b		c	ac	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 21

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

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2392	112	1557	205	1464	1084	585	188	122	271	839	296	814	631	479	89	54
Effective Weighted Sample	2141	98	1420	183	1336	986	533	170	111	245	785	269	761	587	442	82	49
Total	1400	61	854	112	803	603	312	107	67	164	494	180	478	374	284	54	32
Less than 3 months	35	*	21	2	20	15	7	5	3	1	14	2	14	8	8	**	**
	3%	1%	2%	2%	2%	2%	2%	4%	4%	1%	3%	1%	3%	2%	3%	**	**
											a						
3-6 months	40	2	24	4	22	22	4	9	7	4	13	5	12	12	5	**	**
	3%	3%	3%	3%	3%	4%	1%	8%	11%	3%	3%	3%	3%	3%	2%	**	**
						b		ab	ab								
7-12 months	80	6	41	9	38	34	13	14	10	7	24	8	23	21	10	**	**
	6%	9%	5%	8%	5%	6%	4%	13%	15%	4%	5%	4%	5%	6%	3%	**	**
		b		b				ab	ab								
More than a year, up to 2 years	198	8	107	13	103	82	34	13	9	16	65	17	63	54	26	**	**
	14%	13%	13%	11%	13%	14%	11%	12%	13%	10%	13%	10%	13%	15%	9%	**	**
														b			
More than 2 years, up to 4 years	262	11	153	20	143	115	48	18	13	29	86	33	82	68	46	**	**
	19%	18%	18%	18%	18%	19%	16%	17%	19%	17%	17%	18%	17%	18%	16%	**	**
More than 4 years, up to 6 years	219	10	141	16	135	107	44	14	5	23	90	26	87	63	50	**	**
	16%	17%	16%	15%	17%	18%	14%	13%	7%	14%	18%	15%	18%	17%	18%	**	**
						bd	d										
More than 6 years, up to 10 years	183	4	125	14	115	82	46	14	7	28	71	31	69	55	44	**	**
	13%	6%	15%	12%	14%	14%	15%	13%	10%	17%	14%	17%	14%	15%	16%	**	**
			a														
More than 10 years	341	17	227	31	212	135	108	20	13	51	124	54	121	88	86	**	**
	24%	27%	27%	27%	26%	22%	35%	19%	19%	31%	25%	30%	25%	24%	30%	**	**
							acd								a		
Don't know/ can't remember	42	3	16	4	15	10	9	-	-	4	7	5	7	4	8	**	**
	3%	6%	2%	3%	2%	2%	3%	-%	-%	3%	2%	3%	1%	1%	3%	**	**
		b					c								a		

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

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2392	112	1557	205	1464	1084	585	188	122	271	839	296	814	631	479	89	54
Effective Weighted Sample	2141	98	1420	183	1336	986	533	170	111	245	785	269	761	587	442	82	49
Total	1400	61	854	112	803	603	312	107	67	164	494	180	478	374	284	54	32
SUMMARY																	
UP TO 2 YEARS	354	16	193	27	182	152	57	40	29	28	116	32	113	95	49	**	**
	25%	26%	23%	24%	23%	25%	18%	38%	44%	17%	23%	18%	24%	25%	17%	**	**
						b		ab	ab		a		a	b			
MORE THAN 2, UP TO 4 YEARS	262	11	153	20	143	115	48	18	13	29	86	33	82	68	46	**	**
	19%	18%	18%	18%	18%	19%	16%	17%	19%	17%	17%	18%	17%	18%	16%	**	**
MORE THAN 4, UP TO 10 YEARS	402	14	265	30	250	190	90	28	12	52	161	57	156	118	95	**	**
	29%	23%	31%	27%	31%	31%	29%	26%	18%	32%	33%	32%	33%	32%	33%	**	**
						d	d										
MORE THAN 10 YEARS	341	17	227	31	212	135	108	20	13	51	124	54	121	88	86	**	**
	24%	27%	27%	27%	26%	22%	35%	19%	19%	31%	25%	30%	25%	24%	30%	**	**
							acd								a		

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

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2392	222	381	30	20	1110	604	1024	1368	616	650	93	227	808
Effective Weighted Sample	2141	199	338	28	18	1030	538	945	1197	550	611	87	204	718
Total	1400	142	239	20	12	658	382	633	767	307	384	49	129	532
Less than 3 months	35	7	1	**	**	15	8	19	16	4	11	**	4	14
	3%	5%	1%	**	**	2%	2%	3%	2%	1%	3%	**	3%	3%
		b											a	
3-6 months	40	3	6	**	**	17	9	22	18	9	9	**	4	16
	3%	2%	3%	**	**	3%	2%	3%	2%	3%	2%	**	3%	3%
7-12 months	80	7	8	**	**	31	15	38	42	12	13	**	10	40
	6%	5%	3%	**	**	5%	4%	6%	6%	4%	3%	**	8%	7%
													ab	ab
More than a year, up to 2 years	198	24	26	**	**	81	51	88	110	32	42	**	24	90
	14%	17%	11%	**	**	12%	13%	14%	14%	10%	11%	**	18%	17%
		b											ab	ab
More than 2 years, up to 4 years	262	29	38	**	**	114	67	120	142	58	68	**	21	106
	19%	20%	16%	**	**	17%	18%	19%	18%	19%	18%	**	16%	20%
More than 4 years, up to 6 years	219	21	31	**	**	113	52	105	114	43	74	**	21	75
	16%	15%	13%	**	**	17%	14%	17%	15%	14%	19%	**	17%	14%
											ae			
More than 6 years, up to 10 years	183	17	27	**	**	100	44	93	90	45	57	**	17	56
	13%	12%	11%	**	**	15%	12%	15%	12%	15%	15%	**	13%	11%
						b		b		e	e			
More than 10 years	341	32	85	**	**	175	117	138	203	97	101	**	26	110
	24%	23%	35%	**	**	27%	31%	22%	27%	32%	26%	**	20%	21%
			a						a	bde	e			
Don't know/ can't remember	42	2	17	**	**	12	18	10	31	8	7	**	2	25
	3%	1%	7%	**	**	2%	5%	2%	4%	2%	2%	**	1%	5%
			a				a		a					abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 21

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

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2392	222	381	30	20	1110	604	1024	1368	616	650	93	227	808
Effective Weighted Sample	2141	199	338	28	18	1030	538	945	1197	550	611	87	204	718
Total	1400	142	239	20	12	658	382	633	767	307	384	49	129	532
SUMMARY														
UP TO 2 YEARS	354	41	42	**	**	144	83	167	187	56	75	**	42	159
	25%	29%	17%	**	**	22%	22%	26%	24%	18%	20%	**	33%	30%
		b											ab	ab
MORE THAN 2, UP TO 4 YEARS	262	29	38	**	**	114	67	120	142	58	68	**	21	106
	19%	20%	16%	**	**	17%	18%	19%	18%	19%	18%	**	16%	20%
MORE THAN 4, UP TO 10 YEARS	402	38	58	**	**	213	96	198	204	88	132	**	38	131
	29%	27%	24%	**	**	32%	25%	31%	27%	29%	34%	**	30%	25%
						b		b			ae			
MORE THAN 10 YEARS	341	32	85	**	**	175	117	138	203	97	101	**	26	110
	24%	23%	35%	**	**	27%	31%	22%	27%	32%	26%	**	20%	21%
			a						a	bde	e			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Less than 3 months	35	5	18	9	32	4	1	18	10	7	18	17	8	11	6	10	19	16
	3%	2%	3%	2%	3%	2%	1%	4%	2%	2%	3%	2%	2%	3%	3%	3%	2%	3%
								bc										
3-6 months	40	12	17	8	37	4	-	23	10	7	22	18	7	12	6	15	19	21
	3%	5%	3%	2%	3%	2%	-%	5%	2%	2%	3%	3%	2%	3%	2%	4%	2%	4%
		cef	f		f			bc								a		
7-12 months	80	30	28	15	73	8	2	43	24	13	41	40	12	31	13	23	44	37
	6%	13%	5%	4%	6%	4%	3%	9%	5%	3%	6%	6%	3%	7%	6%	7%	5%	6%
		bcdef			c			bc						a		a		
More than a year, up to 2 years	198	50	85	42	178	20	8	92	67	39	98	100	47	62	34	56	108	90
	14%	21%	15%	11%	15%	10%	10%	19%	13%	10%	14%	14%	13%	14%	14%	16%	13%	15%
		bcdef	ce		ce			bc	c									
More than 2 years, up to 4 years	262	67	106	60	233	29	10	109	94	59	126	135	71	85	42	64	156	106
	19%	28%	19%	15%	19%	15%	13%	22%	18%	15%	18%	19%	19%	20%	18%	18%	19%	18%
		bcdef			cef			bc										
More than 4 years, up to 6 years	219	35	98	56	190	29	10	76	88	54	109	110	64	66	38	50	130	88
	16%	15%	17%	14%	16%	15%	13%	16%	17%	14%	16%	16%	17%	15%	16%	14%	16%	15%
More than 6 years, up to 10 years	183	24	73	58	156	28	11	53	72	58	100	84	53	61	31	39	113	70
	13%	10%	13%	15%	13%	14%	14%	11%	14%	15%	14%	12%	14%	14%	13%	11%	14%	12%
				a						a								
More than 10 years	341	12	128	140	279	61	27	61	136	144	160	181	106	96	61	78	202	139
	24%	5%	22%	35%	23%	32%	35%	13%	26%	36%	23%	26%	28%	22%	26%	22%	25%	23%
			a	abd	a	abd	abd		a	ab			bd					
Don't know/ can't remember	42	5	17	9	31	11	7	11	17	13	21	21	4	10	7	20	14	28
	3%	2%	3%	2%	3%	6%	10%	2%	3%	3%	3%	3%	1%	2%	3%	6%	2%	5%
						abcd	abcd								a	abc		a

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

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
SUMMARY																		
UP TO 2 YEARS	354	97	148	73	318	35	11	176	111	65	180	174	73	116	59	105	190	164
	25%	40%	26%	18%	26%	18%	15%	36%	21%	17%	26%	25%	20%	27%	25%	29%	24%	28%
		bcdef	cef		cef			bc	c					a		a		a
MORE THAN 2, UP TO 4 YEARS	262	67	106	60	233	29	10	109	94	59	126	135	71	85	42	64	156	106
	19%	28%	19%	15%	19%	15%	13%	22%	18%	15%	18%	19%	19%	20%	18%	18%	19%	18%
		bcdef			cef			bc										
MORE THAN 4, UP TO 10 YEARS	402	59	172	114	345	56	21	129	160	112	209	193	117	127	70	89	244	158
	29%	25%	30%	29%	29%	29%	27%	27%	31%	29%	30%	27%	32%	29%	29%	25%	30%	27%
													d				b	
MORE THAN 10 YEARS	341	12	128	140	279	61	27	61	136	144	160	181	106	96	61	78	202	139
	24%	5%	22%	35%	23%	32%	35%	13%	26%	36%	23%	26%	28%	22%	26%	22%	25%	23%
			a	abd	a	abd	abd		a	ab			bd					

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

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Less than 3 months	35	30	5	24	5	6	**
	3%	2%	3%	2%	5%	8%	**
					a	a	
3-6 months	40	35	5	34	4	1	**
	3%	3%	3%	3%	3%	2%	**
7-12 months	80	72	9	68	8	2	**
	6%	6%	5%	6%	7%	3%	**
More than a year, up to 2 years	198	181	17	168	15	9	**
	14%	15%	10%	14%	13%	13%	**
		b					
More than 2 years, up to 4 years	262	236	26	221	24	11	**
	19%	19%	15%	19%	21%	16%	**
More than 4 years, up to 6 years	219	195	24	186	14	12	**
	16%	16%	14%	16%	12%	18%	**
More than 6 years, up to 10 years	183	160	24	158	13	9	**
	13%	13%	14%	13%	11%	13%	**
More than 10 years	341	283	58	286	33	16	**
	24%	23%	34%	24%	28%	24%	**
			a				
Don't know/ can't remember	42	40	2	35	1	2	**
	3%	3%	1%	3%	1%	3%	**
SUMMARY							
UP TO 2 YEARS	354	318	36	294	32	18	**
	25%	26%	21%	25%	28%	25%	**

Columns Tested: 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.

Q6F. SHOWCARD How long has (PROVIDER) been providing your Mobile phone service?

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
MORE THAN 2, UP TO 4 YEARS	262	236	26	221	24	11	**
	19%	19%	15%	19%	21%	16%	**
MORE THAN 4, UP TO 10 YEARS	402	355	47	344	27	22	**
	29%	29%	28%	29%	23%	31%	**
MORE THAN 10 YEARS	341	283	58	286	33	16	**
	24%	23%	34%	24%	28%	24%	**
			a				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 22

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

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1841	282	1559	378	1463	1099	742	191	126	1446	218	1476	188	1074	590	140
Effective Weighted Sample	1681	261	1422	349	1333	1002	679	174	115	1323	200	1350	173	984	539	129
Total	978	140	838	192	786	592	386	107	69	787	114	803	99	586	316	74
Less than 3 months	30	2	28	3	27	25	5	25	15	24	5	25	4	19	10	5
	3%	1%	3%	2%	3%	4%	1%	23%	21%	3%	4%	3%	4%	3%	3%	7%
						b		ab	ab							
3-6 months	32	4	29	5	27	28	4	28	20	27	4	28	2	19	12	7
	3%	3%	3%	3%	3%	5%	1%	26%	28%	3%	3%	4%	2%	3%	4%	9%
						b		ab	ab							ab
7-12 months	61	5	55	8	52	51	10	43	27	48	12	49	10	40	19	12
	6%	4%	7%	4%	7%	9%	2%	40%	39%	6%	10%	6%	10%	7%	6%	17%
						b		ab	ab		a		a			ab
More than a year, up to 2 years	117	4	113	11	106	89	28	4	2	97	15	97	15	79	33	11
	12%	3%	13%	5%	14%	15%	7%	3%	4%	12%	14%	12%	15%	13%	11%	14%
			a		a	bcd										
More than 2 years, up to 4 years	133	7	127	13	120	99	34	1	-	105	23	110	19	96	32	10
	14%	5%	15%	7%	15%	17%	9%	1%	-%	13%	20%	14%	19%	16%	10%	14%
			a		a	bcd	cd				a			b		
More than 4 years, up to 6 years	99	9	90	14	85	76	23	1	1	82	13	83	12	68	27	6
	10%	7%	11%	7%	11%	13%	6%	1%	2%	10%	11%	10%	12%	12%	9%	8%
			a		a	bcd	c							b		
More than 6 years, up to 10 years	129	10	120	14	115	89	40	1	1	111	13	113	12	95	30	7
	13%	7%	14%	7%	15%	15%	10%	1%	1%	14%	12%	14%	12%	16%	9%	9%
			a		a	bcd	cd							bc		
More than 10 years	348	95	253	117	231	119	229	3	2	269	28	273	24	155	142	16
	36%	68%	30%	61%	29%	20%	59%	3%	4%	34%	25%	34%	24%	27%	45%	21%
		b		b		cd	acd			b		b			ac	
Don't know/ can't remember	28	4	24	6	22	15	13	1	1	24	1	24	1	14	12	1
	3%	3%	3%	3%	3%	3%	3%	1%	1%	3%	1%	3%	1%	2%	4%	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.

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1841	282	1559	378	1463	1099	742	191	126	1446	218	1476	188	1074	590	140
Effective Weighted Sample	1681	261	1422	349	1333	1002	679	174	115	1323	200	1350	173	984	539	129
Total	978	140	838	192	786	592	386	107	69	787	114	803	99	586	316	74
SUMMARY																
UP TO 2 YEARS	240	15	225	28	213	193	47	100	64	195	36	199	32	157	74	35
	25%	11%	27%	14%	27%	33%	12%	93%	92%	25%	31%	25%	32%	27%	23%	47%
			a		a	b		ab	ab		a		a			ab
MORE THAN 2, UP TO 4 YEARS	133	7	127	13	120	99	34	1	-	105	23	110	19	96	32	10
	14%	5%	15%	7%	15%	17%	9%	1%	-%	13%	20%	14%	19%	16%	10%	14%
			a		a	bcd	cd				a			b		
MORE THAN 4, UP TO 10 YEARS	228	19	209	28	200	166	63	2	2	194	26	196	24	163	57	13
	23%	14%	25%	15%	25%	28%	16%	2%	3%	25%	23%	24%	24%	28%	18%	17%
			a		a	bcd	cd							bc		
MORE THAN 10 YEARS	348	95	253	117	231	119	229	3	2	269	28	273	24	155	142	16
	36%	68%	30%	61%	29%	20%	59%	3%	4%	34%	25%	34%	24%	27%	45%	21%
		b		b		cd	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.

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	62	1579	159	1482	1054	587	173	115	252	843	278	817	624	471	83	50
Effective Weighted Sample	1681	57	1441	145	1352	962	536	158	106	235	789	259	765	585	439	78	47
Total	978	29	850	82	798	574	305	96	62	138	487	155	470	358	267	48	28
Less than 3 months	30	**	27	2	26	21	7	20	13	5	12	5	12	11	6	**	**
	3%	**	3%	3%	3%	4%	2%	21% ab	22% ab	4%	3%	3%	3%	3%	2%	**	**
3-6 months	32	**	30	4	27	26	5	26	16	4	14	6	13	10	8	**	**
	3%	**	4%	4%	3%	5% b	2%	27% ab	27% ab	3%	3%	4%	3%	3%	3%	**	**
7-12 months	61	**	56	6	53	50	8	38	23	11	32	13	31	28	16	**	**
	6%	**	7%	7%	7%	9% b	3%	40% ab	37% ab	8%	7%	8%	7%	8%	6%	**	**
More than a year, up to 2 years	117	**	112	9	106	90	25	3	2	15	64	17	62	57	22	**	**
	12%	**	13%	11%	13%	16% bcd	8% c	3%	4%	11%	13%	11%	13%	16% b	8%	**	**
More than 2 years, up to 4 years	133	**	129	8	123	94	36	2	1	14	74	17	71	58	30	**	**
	14%	**	15%	10%	15%	16% bcd	12% cd	2%	1%	10%	15%	11%	15%	16% b	11%	**	**
More than 4 years, up to 6 years	99	**	92	6	87	73	20	*	*	14	54	17	52	43	25	**	**
	10%	**	11%	7%	11%	13% bcd	6% cd	*%	1%	10%	11%	11%	11%	12%	9%	**	**
More than 6 years, up to 10 years	129	**	121	8	116	86	38	2	1	15	84	15	84	55	44	**	**
	13%	**	14%	10%	15%	15% cd	12% cd	2%	1%	11%	17% a	10%	18% a	15%	17%	**	**
More than 10 years	348	**	260	36	239	120	155	3	3	57	138	63	132	89	106	**	**
	36%	**	31%	45% b	30%	21% cd	51% acd	4%	6%	41% b	28%	41% b	28%	25%	40% a	**	**
Don't know/ can't remember	28	**	23	3	21	13	11	1	1	2	14	2	13	6	10	**	**
	3%	**	3%	3%	3%	2%	4%	1%	1%	1%	3%	2%	3%	2%	4% a	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 22

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

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	62	1579	159	1482	1054	587	173	115	252	843	278	817	624	471	83	50
Effective Weighted Sample	1681	57	1441	145	1352	962	536	158	106	235	789	259	765	585	439	78	47
Total	978	29	850	82	798	574	305	96	62	138	487	155	470	358	267	48	28
SUMMARY																	
UP TO 2 YEARS	240	**	224	21	212	188	45	87	55	36	123	41	119	107	52	**	**
	25%	**	26%	25%	27%	33%	15%	91%	89%	26%	25%	26%	25%	30%	19%	**	**
						b		ab	ab					b			
MORE THAN 2, UP TO 4 YEARS	133	**	129	8	123	94	36	2	1	14	74	17	71	58	30	**	**
	14%	**	15%	10%	15%	16%	12%	2%	1%	10%	15%	11%	15%	16%	11%	**	**
						bcd	cd							b			
MORE THAN 4, UP TO 10 YEARS	228	**	213	14	204	159	58	2	1	29	138	32	136	98	69	**	**
	23%	**	25%	17%	26%	28%	19%	2%	2%	21%	28%	20%	29%	27%	26%	**	**
					a	bcd	cd				a		a				
MORE THAN 10 YEARS	348	**	260	36	239	120	155	3	3	57	138	63	132	89	106	**	**
	36%	**	31%	45%	30%	21%	51%	4%	6%	41%	28%	41%	28%	25%	40%	**	**
				b		cd	acd			b		b			a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 22

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

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1841	197	338	27	19	1096	535	743	1098	660	670	93	195	225
Effective Weighted Sample	1681	182	318	25	17	1025	500	687	1007	588	628	87	178	208
Total	978	108	177	16	10	625	285	439	539	324	393	49	103	109
Less than 3 months	30	6	5	**	**	18	11	19	12	13	10	**	4	2
	3%	5%	3%	**	**	3%	4%	4%	2%	4%	3%	**	4%	2%
								b						
3-6 months	32	7	5	**	**	19	12	19	13	13	12	**	3	3
	3%	6%	3%	**	**	3%	4%	4%	2%	4%	3%	**	3%	2%
								b						
7-12 months	61	5	6	**	**	44	12	34	26	18	26	**	8	4
	6%	5%	4%	**	**	7%	4%	8%	5%	5%	7%	**	8%	4%
						b		b						
More than a year, up to 2 years	117	12	14	**	**	79	27	64	52	39	57	**	14	3
	12%	12%	8%	**	**	13%	9%	15%	10%	12%	15%	**	13%	3%
								b		e	e		e	
More than 2 years, up to 4 years	133	19	18	**	**	88	37	66	67	44	60	**	16	3
	14%	17%	10%	**	**	14%	13%	15%	12%	14%	15%	**	15%	3%
		b								e	e		e	
More than 4 years, up to 6 years	99	14	10	**	**	68	25	42	57	31	46	**	10	7
	10%	13%	6%	**	**	11%	9%	9%	11%	9%	12%	**	10%	6%
		b									e			
More than 6 years, up to 10 years	129	9	14	**	**	99	24	71	59	35	70	**	12	5
	13%	9%	8%	**	**	16%	8%	16%	11%	11%	18%	**	11%	5%
						b		b		e	ade		e	
More than 10 years	348	33	96	**	**	195	129	115	234	122	99	**	36	78
	36%	31%	54%	**	**	31%	45%	26%	43%	38%	25%	**	35%	71%
			a				a		a	b			b	abd
Don't know/ can't remember	28	3	7	**	**	15	9	9	19	10	13	**	1	4
	3%	2%	4%	**	**	2%	3%	2%	4%	3%	3%	**	1%	4%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 22

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

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1841	197	338	27	19	1096	535	743	1098	660	670	93	195	225
Effective Weighted Sample	1681	182	318	25	17	1025	500	687	1007	588	628	87	178	208
Total	978	108	177	16	10	625	285	439	539	324	393	49	103	109
SUMMARY														
UP TO 2 YEARS	240	30	31	**	**	159	61	137	103	83	106	**	29	12
	25%	28%	17%	**	**	25%	21%	31%	19%	25%	27%	**	28%	11%
		b						b		e	e		e	
MORE THAN 2, UP TO 4 YEARS	133	19	18	**	**	88	37	66	67	44	60	**	16	3
	14%	17%	10%	**	**	14%	13%	15%	12%	14%	15%	**	15%	3%
		b								e	e		e	
MORE THAN 4, UP TO 10 YEARS	228	23	25	**	**	167	48	112	116	65	116	**	22	12
	23%	21%	14%	**	**	27%	17%	26%	22%	20%	29%	**	21%	11%
		b				b		b		e	ade		e	
MORE THAN 10 YEARS	348	33	96	**	**	195	129	115	234	122	99	**	36	78
	36%	31%	54%	**	**	31%	45%	26%	43%	38%	25%	**	35%	71%
			a				a		a	b			b	abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 22

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

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1841	90	604	638	1332	505	224	320	685	832	862	979	476	577	381	407	1053	788
Effective Weighted Sample	1681	86	567	601	1233	484	212	301	632	781	781	905	444	534	364	376	968	729
Total	978	57	392	319	769	208	96	202	401	374	480	498	306	299	160	213	605	373
Less than 3 months	30	**	13	7	27	3	1	13	12	5	14	16	7	13	4	7	20	11
	3%	**	3%	2%	4%	2%	1%	7%	3%	1%	3%	3%	2%	4%	2%	3%	3%	3%
					ef			bc	c									
3-6 months	32	**	17	8	31	2	-	13	14	5	15	17	8	9	7	9	17	16
	3%	**	4%	2%	4%	1%	-%	7%	4%	1%	3%	3%	2%	3%	4%	4%	3%	4%
			ef	f	ef			bc	c									
7-12 months	61	**	33	19	56	4	2	15	30	16	34	27	22	17	7	15	39	22
	6%	**	8%	6%	7%	2%	2%	7%	8%	4%	7%	5%	7%	6%	4%	7%	6%	6%
			ef	ef	ef			c	c									
More than a year, up to 2 years	117	**	62	33	106	10	4	41	50	26	51	66	33	39	20	25	72	45
	12%	**	16%	10%	14%	5%	5%	20%	12%	7%	11%	13%	11%	13%	12%	12%	12%	12%
			cef	ef	cef			bc	c									
More than 2 years, up to 4 years	133	**	72	36	117	16	6	46	53	34	64	69	44	40	25	24	84	49
	14%	**	18%	11%	15%	8%	6%	23%	13%	9%	13%	14%	14%	13%	15%	11%	14%	13%
			cef	ef	cef			bc	c									
More than 4 years, up to 6 years	99	**	50	28	84	14	6	22	48	28	44	55	27	36	15	21	63	36
	10%	**	13%	9%	11%	7%	6%	11%	12%	8%	9%	11%	9%	12%	9%	10%	10%	10%
			cef		ef				c									
More than 6 years, up to 10 years	129	**	64	44	113	16	8	24	70	35	68	62	43	42	19	26	84	45
	13%	**	16%	14%	15%	8%	8%	12%	18%	9%	14%	12%	14%	14%	12%	12%	14%	12%
			ef	ef	ef				ac									
More than 10 years	348	**	72	139	214	133	66	21	111	215	178	171	119	97	56	76	216	132
	36%	**	18%	44%	28%	64%	69%	11%	28%	57%	37%	34%	39%	32%	35%	36%	36%	35%
				bd	b	bcd	bcd		a	ab			b					
Don't know/ can't remember	28	**	10	6	20	9	4	6	12	10	13	15	4	6	9	9	10	18
	3%	**	3%	2%	3%	4%	4%	3%	3%	3%	3%	3%	1%	2%	6%	4%	2%	5%
						c									ab	ab		a

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

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1841	90	604	638	1332	505	224	320	685	832	862	979	476	577	381	407	1053	788
Effective Weighted Sample	1681	86	567	601	1233	484	212	301	632	781	781	905	444	534	364	376	968	729
Total	978	57	392	319	769	208	96	202	401	374	480	498	306	299	160	213	605	373
SUMMARY																		
UP TO 2 YEARS	240	**	124	67	220	20	7	83	106	51	114	126	69	78	37	56	148	93
	25%	**	32%	21%	29%	10%	7%	41%	27%	14%	24%	25%	23%	26%	23%	26%	24%	25%
			cef	ef	cef			bc	c									
MORE THAN 2, UP TO 4 YEARS	133	**	72	36	117	16	6	46	53	34	64	69	44	40	25	24	84	49
	14%	**	18%	11%	15%	8%	6%	23%	13%	9%	13%	14%	14%	13%	15%	11%	14%	13%
			cef	ef	cef			bc	c									
MORE THAN 4, UP TO 10 YEARS	228	**	114	72	197	30	13	46	118	63	111	117	70	78	33	47	148	81
	23%	**	29%	23%	26%	15%	14%	23%	30%	17%	23%	23%	23%	26%	21%	22%	24%	22%
			cef	ef	ef			c	ac									
MORE THAN 10 YEARS	348	**	72	139	214	133	66	21	111	215	178	171	119	97	56	76	216	132
	36%	**	18%	44%	28%	64%	69%	11%	28%	57%	37%	34%	39%	32%	35%	36%	36%	35%
				bd	b	bcd	bcd		a	ab			b					

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

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1841	1573	268	1532	175	87	47
Effective Weighted Sample	1681	1439	243	1400	159	80	42
Total	978	845	133	820	89	46	24
Less than 3 months	30	28	2	27	3	**	**
	3%	3%	2%	3%	4%	**	**
3-6 months	32	26	6	29	3	**	**
	3%	3%	4%	3%	4%	**	**
7-12 months	61	50	11	53	5	**	**
	6%	6%	8%	6%	5%	**	**
More than a year, up to 2 years	117	95	22	94	12	**	**
	12%	11%	16%	11%	13%	**	**
			a				
More than 2 years, up to 4 years	133	114	19	111	13	**	**
	14%	14%	14%	14%	15%	**	**
More than 4 years, up to 6 years	99	88	11	87	6	**	**
	10%	10%	8%	11%	6%	**	**
More than 6 years, up to 10 years	129	119	11	111	8	**	**
	13%	14%	8%	14%	9%	**	**
		b					
More than 10 years	348	298	50	288	37	**	**
	36%	35%	38%	35%	42%	**	**
Don't know/ can't remember	28	26	2	20	2	**	**
	3%	3%	2%	2%	2%	**	**
SUMMARY							
UP TO 2 YEARS	240	199	41	202	23	**	**
	25%	24%	31%	25%	26%	**	**
			a				

Columns Tested: 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.

Q6G. SHOWCARD How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1841	1573	268	1532	175	87	47
Effective Weighted Sample	1681	1439	243	1400	159	80	42
Total	978	845	133	820	89	46	24
MORE THAN 2, UP TO 4 YEARS	133	114	19	111	13	**	**
	14%	14%	14%	14%	15%	**	**
MORE THAN 4, UP TO 10 YEARS	228	207	21	198	14	**	**
	23%	25%	16%	24%	16%	**	**
		b		b			
MORE THAN 10 YEARS	348	298	50	288	37	**	**
	36%	35%	38%	35%	42%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 23

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

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1747	110	1531	204	1437	1046	595	184	119	1440	229	1472	197	1102	567	153
Effective Weighted Sample	1586	102	1396	188	1309	954	544	168	109	1310	209	1338	181	1005	514	140
Total	948	57	822	108	772	566	313	102	64	794	121	812	104	608	307	83
Less than 3 months	32	1	28	1	27	24	4	24	14	25	6	27	5	20	12	5
	3%	1%	3%	1%	4%	4%	1%	23%	21%	3%	5%	3%	4%	3%	4%	6%
						b		ab	ab							
3-6 months	41	2	30	6	26	27	5	26	18	33	7	36	4	25	15	10
	4%	4%	4%	5%	3%	5%	2%	26%	27%	4%	6%	4%	4%	4%	5%	12%
						b		ab	ab							ab
7-12 months	72	5	59	8	55	53	11	42	26	59	12	59	12	51	20	15
	8%	9%	7%	8%	7%	9%	4%	41%	40%	7%	10%	7%	12%	8%	6%	18%
						b		ab	ab				a			ab
More than a year, up to 2 years	132	10	112	16	106	89	33	3	2	110	16	111	15	89	37	14
	14%	17%	14%	15%	14%	16%	11%	3%	3%	14%	13%	14%	15%	15%	12%	17%
						bcd	cd									
More than 2 years, up to 4 years	165	10	139	19	129	101	48	1	-	133	28	139	22	119	42	13
	17%	17%	17%	18%	17%	18%	15%	1%	-%	17%	23%	17%	21%	20%	14%	16%
						cd	cd				a			b		
More than 4 years, up to 6 years	113	7	97	14	90	74	30	1	1	95	14	96	13	75	34	5
	12%	12%	12%	13%	12%	13%	9%	1%	1%	12%	12%	12%	13%	12%	11%	6%
						bcd	cd							c		
More than 6 years, up to 10 years	140	9	129	13	124	92	46	3	2	118	16	120	15	100	35	6
	15%	16%	16%	12%	16%	16%	15%	3%	4%	15%	14%	15%	14%	16%	11%	7%
						cd	cd							bc		
More than 10 years	228	13	208	28	193	95	126	2	1	199	18	202	16	117	101	13
	24%	23%	25%	26%	25%	17%	40%	2%	2%	25%	15%	25%	15%	19%	33%	16%
						cd	acd			b		b			ac	
Don't know/ can't remember	25	*	21	2	20	11	10	1	1	22	2	22	2	13	12	2
	3%	1%	3%	1%	3%	2%	3%	1%	1%	3%	2%	3%	2%	2%	4%	2%
															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.

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1747	110	1531	204	1437	1046	595	184	119	1440	229	1472	197	1102	567	153
Effective Weighted Sample	1586	102	1396	188	1309	954	544	168	109	1310	209	1338	181	1005	514	140
Total	948	57	822	108	772	566	313	102	64	794	121	812	104	608	307	83
SUMMARY																
UP TO 2 YEARS	277	18	229	32	215	193	54	95	59	226	42	232	36	185	83	43
	29%	31%	28%	30%	28%	34%	17%	93%	92%	28%	35%	29%	35%	30%	27%	52%
						b		ab	ab							ab
MORE THAN 2, UP TO 4 YEARS	165	10	139	19	129	101	48	1	-	133	28	139	22	119	42	13
	17%	17%	17%	18%	17%	18%	15%	1%	-%	17%	23%	17%	21%	20%	14%	16%
						cd	cd				a			b		
MORE THAN 4, UP TO 10 YEARS	253	16	226	27	215	166	76	4	3	213	31	216	28	175	69	11
	27%	28%	27%	25%	28%	29%	24%	3%	5%	27%	25%	27%	27%	29%	22%	14%
						bcd	cd							bc	c	
MORE THAN 10 YEARS	228	13	208	28	193	95	126	2	1	199	18	202	16	117	101	13
	24%	23%	25%	26%	25%	17%	40%	2%	2%	25%	15%	25%	15%	19%	33%	16%
						cd	acd			b		b			ac	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 23

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

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	122	1625	224	1523	1122	625	194	128	244	849	271	822	626	467	85	51
Effective Weighted Sample	1586	107	1479	200	1386	1019	568	175	117	227	793	252	768	586	434	80	48
Total	948	65	883	121	827	620	328	110	70	136	496	153	479	364	267	50	29
Less than 3 months	32	2	30	4	28	24	7	23	15	5	11	5	11	11	6	**	**
	3%	3%	3%	3%	3%	4%	2%	21%	22%	4%	2%	4%	2%	3%	2%	**	**
								ab	ab								
3-6 months	41	5	36	10	31	35	6	34	21	5	16	6	16	12	9	**	**
	4%	8%	4%	9%	4%	6%	2%	31%	30%	4%	3%	4%	3%	3%	3%	**	**
		b		b		b		ab	ab								
7-12 months	72	6	66	10	62	60	12	45	29	14	37	15	36	34	17	**	**
	8%	9%	7%	8%	7%	10%	4%	41%	42%	10%	7%	10%	8%	9%	6%	**	**
						b		ab	ab								
More than a year, up to 2 years	132	9	123	15	117	102	29	2	2	17	71	20	68	65	24	**	**
	14%	14%	14%	13%	14%	17%	9%	2%	2%	13%	14%	13%	14%	18%	9%	**	**
						bcd	cd							b			
More than 2 years, up to 4 years	165	14	151	22	143	116	49	1	*	20	86	22	84	66	40	**	**
	17%	21%	17%	18%	17%	19%	15%	1%	1%	14%	17%	14%	18%	18%	15%	**	**
						bcd	cd										
More than 4 years, up to 6 years	113	7	106	14	98	85	28	*	*	17	59	21	55	49	27	**	**
	12%	11%	12%	12%	12%	14%	8%	*%	1%	13%	12%	13%	12%	13%	10%	**	**
						bcd	cd										
More than 6 years, up to 10 years	140	7	133	12	129	93	48	1	*	20	86	21	85	56	50	**	**
	15%	10%	15%	10%	16%	15%	14%	1%	*%	15%	17%	14%	18%	15%	19%	**	**
					a	cd	cd										
More than 10 years	228	12	216	28	201	92	136	1	1	35	117	42	111	67	86	**	**
	24%	18%	25%	23%	24%	15%	41%	1%	1%	26%	24%	27%	23%	18%	32%	**	**
						cd	acd								a		
Don't know/ can't remember	25	4	22	5	20	11	14	1	1	2	12	2	12	5	9	**	**
	3%	6%	2%	4%	2%	2%	4%	1%	2%	1%	3%	2%	2%	1%	4%	**	**
		b					ac								a		

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

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	122	1625	224	1523	1122	625	194	128	244	849	271	822	626	467	85	51
Effective Weighted Sample	1586	107	1479	200	1386	1019	568	175	117	227	793	252	768	586	434	80	48
Total	948	65	883	121	827	620	328	110	70	136	496	153	479	364	267	50	29
SUMMARY																	
UP TO 2 YEARS	277	22	255	40	237	222	55	104	67	42	135	46	131	122	55	**	**
	29%	34%	29%	33%	29%	36%	17%	95%	96%	31%	27%	30%	27%	33%	21%	**	**
						b		ab	ab					b			
MORE THAN 2, UP TO 4 YEARS	165	14	151	22	143	116	49	1	*	20	86	22	84	66	40	**	**
	17%	21%	17%	18%	17%	19%	15%	1%	1%	14%	17%	14%	18%	18%	15%	**	**
						bcd	cd										
MORE THAN 4, UP TO 10 YEARS	253	14	239	26	227	178	75	1	1	37	145	42	141	105	77	**	**
	27%	21%	27%	22%	27%	29%	23%	1%	1%	27%	29%	27%	29%	29%	29%	**	**
						bcd	cd										
MORE THAN 10 YEARS	228	12	216	28	201	92	136	1	1	35	117	42	111	67	86	**	**
	24%	18%	25%	23%	24%	15%	41%	1%	1%	26%	24%	27%	23%	18%	32%	**	**
						cd	acd								a		

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

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1747	189	262	28	20	1094	451	789	958	660	670	93	213	113
Effective Weighted Sample	1586	173	241	26	18	1021	414	728	869	588	628	87	191	99
Total	948	107	140	17	11	632	247	471	477	324	393	49	120	61
Less than 3 months	32	6	6	**	**	17	12	21	10	14	10	**	5	2
	3%	6%	5%	**	**	3%	5%	5%	2%	4%	3%	**	4%	3%
							a	b						
3-6 months	41	10	7	**	**	21	16	25	17	14	12	**	9	5
	4%	9%	5%	**	**	3%	7%	5%	4%	4%	3%	**	7%	9%
							a						b	ab
7-12 months	72	6	8	**	**	51	14	39	33	21	27	**	13	6
	8%	6%	6%	**	**	8%	6%	8%	7%	7%	7%	**	11%	10%
More than a year, up to 2 years	132	14	19	**	**	88	32	76	56	41	58	**	22	9
	14%	13%	13%	**	**	14%	13%	16%	12%	13%	15%	**	18%	14%
								b						
More than 2 years, up to 4 years	165	22	24	**	**	106	46	80	85	51	63	**	27	13
	17%	21%	17%	**	**	17%	19%	17%	18%	16%	16%	**	22%	21%
													ab	
More than 4 years, up to 6 years	113	14	14	**	**	76	28	49	63	38	47	**	16	7
	12%	13%	10%	**	**	12%	11%	10%	13%	12%	12%	**	13%	11%
More than 6 years, up to 10 years	140	12	16	**	**	106	28	74	66	43	69	**	14	5
	15%	12%	11%	**	**	17%	11%	16%	14%	13%	18%	**	11%	8%
						b					ade			
More than 10 years	228	19	43	**	**	153	63	97	131	94	96	**	15	12
	24%	18%	31%	**	**	24%	25%	21%	27%	29%	24%	**	13%	19%
			a						a	de	d			
Don’t know/ can’t remember	25	3	4	**	**	14	7	10	16	8	11	**	1	4
	3%	3%	3%	**	**	2%	3%	2%	3%	3%	3%	**	1%	6%
														ad

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

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1747	189	262	28	20	1094	451	789	958	660	670	93	213	113
Effective Weighted Sample	1586	173	241	26	18	1021	414	728	869	588	628	87	191	99
Total	948	107	140	17	11	632	247	471	477	324	393	49	120	61
SUMMARY														
UP TO 2 YEARS	277	35	40	**	**	177	75	160	117	90	107	**	48	22
	29%	33%	28%	**	**	28%	30%	34%	24%	28%	27%	**	40%	36%
								b					ab	
MORE THAN 2, UP TO 4 YEARS	165	22	24	**	**	106	46	80	85	51	63	**	27	13
	17%	21%	17%	**	**	17%	19%	17%	18%	16%	16%	**	22%	21%
													ab	
MORE THAN 4, UP TO 10 YEARS	253	27	29	**	**	182	56	124	129	81	116	**	29	11
	27%	25%	21%	**	**	29%	23%	26%	27%	25%	29%	**	24%	18%
						b					e			
MORE THAN 10 YEARS	228	19	43	**	**	153	63	97	131	94	96	**	15	12
	24%	18%	31%	**	**	24%	25%	21%	27%	29%	24%	**	13%	19%
			a						a	de	d			

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

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1747	113	652	636	1401	342	109	373	714	656	827	920	474	566	372	335	1040	707
Effective Weighted Sample	1586	107	608	600	1292	336	107	347	657	618	746	844	440	520	350	307	952	649
Total	948	73	424	318	815	131	42	236	421	289	468	479	308	301	162	178	608	340
Less than 3 months	32	8	15	6	29	3	1	16	12	4	14	18	8	12	4	7	20	11
	3%	11%	4%	2%	4%	2%	2%	7%	3%	1%	3%	4%	3%	4%	3%	4%	3%	3%
		bcdef	c		c			bc										
3-6 months	41	10	19	11	40	1	-	16	19	5	21	20	9	14	8	10	23	18
	4%	14%	5%	3%	5%	1%	-%	7%	5%	2%	4%	4%	3%	5%	5%	6%	4%	5%
		bcdef	ef	e	ef			c	c									
7-12 months	72	5	39	22	67	5	2	20	35	17	39	33	22	26	9	14	49	23
	8%	7%	9%	7%	8%	4%	5%	8%	8%	6%	8%	7%	7%	9%	6%	8%	8%	7%
			e		e													
More than a year, up to 2 years	132	14	73	37	124	8	3	48	59	25	57	75	36	44	23	29	80	52
	14%	20%	17%	12%	15%	6%	7%	20%	14%	9%	12%	16%	12%	15%	14%	16%	13%	15%
		cef	cef	e	cef			bc	c			a						
More than 2 years, up to 4 years	165	14	86	43	143	22	8	54	70	41	83	82	52	51	33	29	103	62
	17%	20%	20%	13%	18%	16%	19%	23%	17%	14%	18%	17%	17%	17%	20%	16%	17%	18%
			c		c			bc										
More than 4 years, up to 6 years	113	7	57	36	100	12	2	27	55	30	53	60	33	38	19	23	71	42
	12%	10%	13%	11%	12%	9%	4%	12%	13%	10%	11%	12%	11%	13%	12%	13%	12%	12%
			ef	f	f													
More than 6 years, up to 10 years	140	4	64	52	120	19	6	23	72	44	74	66	49	42	21	29	90	50
	15%	6%	15%	16%	15%	14%	16%	10%	17%	15%	16%	14%	16%	14%	13%	16%	15%	15%
			a	a	a	a	a		a	a								
More than 10 years	228	5	60	107	172	56	17	23	89	115	113	115	94	67	38	30	161	67
	24%	7%	14%	33%	21%	43%	40%	10%	21%	40%	24%	24%	31%	22%	23%	17%	26%	20%
				abd	ab	abcd	abd		a	ab			bcd		d		b	
Don't know/ can't remember	25	4	11	6	20	5	3	8	10	8	14	12	4	7	7	8	11	14
	3%	5%	3%	2%	2%	4%	7%	3%	2%	3%	3%	2%	1%	2%	4%	4%	2%	4%
		c				c	bcd								a	a		a

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

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1747	113	652	636	1401	342	109	373	714	656	827	920	474	566	372	335	1040	707
Effective Weighted Sample	1586	107	608	600	1292	336	107	347	657	618	746	844	440	520	350	307	952	649
Total	948	73	424	318	815	131	42	236	421	289	468	479	308	301	162	178	608	340
SUMMARY																		
UP TO 2 YEARS	277	38	147	75	259	17	6	101	125	52	131	145	76	96	44	60	172	104
	29%	52%	35%	24%	32%	13%	14%	43%	30%	18%	28%	30%	25%	32%	27%	34%	28%	31%
		bcdef	cef	ef	cef			bc	c					a		a		
MORE THAN 2, UP TO 4 YEARS	165	14	86	43	143	22	8	54	70	41	83	82	52	51	33	29	103	62
	17%	20%	20%	13%	18%	16%	19%	23%	17%	14%	18%	17%	17%	17%	20%	16%	17%	18%
			c		c			bc										
MORE THAN 4, UP TO 10 YEARS	253	12	121	88	221	30	8	51	127	74	127	126	82	80	40	51	161	92
	27%	16%	28%	28%	27%	23%	20%	21%	30%	25%	27%	26%	26%	27%	25%	29%	27%	27%
			a	a	a				a									
MORE THAN 10 YEARS	228	5	60	107	172	56	17	23	89	115	113	115	94	67	38	30	161	67
	24%	7%	14%	33%	21%	43%	40%	10%	21%	40%	24%	24%	31%	22%	23%	17%	26%	20%
				abd	ab	abcd	abd		a	ab			bcd		d		b	

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

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1747	1498	249	1458	169	81	39
Effective Weighted Sample	1586	1361	226	1325	152	75	35
Total	948	822	125	800	86	42	19
Less than 3 months	32	30	2	26	4	**	**
	3%	4%	2%	3%	5%	**	**
3-6 months	41	35	6	38	3	**	**
	4%	4%	5%	5%	3%	**	**
7-12 months	72	61	11	59	8	**	**
	8%	7%	9%	7%	9%	**	**
More than a year, up to 2 years	132	112	20	110	11	**	**
	14%	14%	16%	14%	12%	**	**
More than 2 years, up to 4 years	165	142	23	140	13	**	**
	17%	17%	18%	17%	15%	**	**
More than 4 years, up to 6 years	113	99	13	99	6	**	**
	12%	12%	11%	12%	7%	**	**
				b			
More than 6 years, up to 10 years	140	128	12	123	11	**	**
	15%	16%	10%	15%	13%	**	**
		b					
More than 10 years	228	193	36	187	29	**	**
	24%	23%	28%	23%	33%	**	**
					a		
Don't know/ can't remember	25	23	2	18	2	**	**
	3%	3%	2%	2%	2%	**	**
SUMMARY							
UP TO 2 YEARS	277	237	39	234	25	**	**
	29%	29%	31%	29%	29%	**	**

Columns Tested: 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.

Q6H. SHOWCARD How long has (PROVIDER) been providing your Fixed broadband service?

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1747	1498	249	1458	169	81	39
Effective Weighted Sample	1586	1361	226	1325	152	75	35
Total	948	822	125	800	86	42	19
MORE THAN 2, UP TO 4 YEARS	165	142	23	140	13	**	**
	17%	17%	18%	17%	15%	**	**
MORE THAN 4, UP TO 10 YEARS	253	227	26	223	17	**	**
	27%	28%	20%	28%	20%	**	**
		b		b			
MORE THAN 10 YEARS	228	193	36	187	29	**	**
	24%	23%	28%	23%	33%	**	**
					a		

Columns Tested: 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.

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
Less than 3 months	19 2%	1 *%	18 2%	1 1%	17 2%	13 2%	5 2%	11 12% ab	6 10% ab	16 2%	3 3%	16 2%	3 3%	13 2%	6 1%	3 4%
3-6 months	24 2%	1 1%	17 2%	2 1%	17 2%	15 3% b	4 1%	14 15% ab	8 13% ab	21 2%	2 2%	21 2%	2 2%	15 2%	9 2%	4 5% a
7-12 months	53 5%	3 2%	41 5%	6 3%	38 5%	35 6% b	8 2%	28 28% ab	18 29% ab	42 5%	9 8% a	43 5%	8 8% a	35 5%	16 4%	11 13% ab
More than a year, up to 2 years	122 11%	5 4%	91 12% a	12 7%	85 12% a	68 12% bd	29 8%	7 8%	2 4%	106 11%	10 9%	109 12% b	6 7%	86 13% b	30 8%	16 19% ab
More than 2 years, up to 4 years	134 12%	10 8%	100 13%	13 8%	97 13% a	76 14% bcd	34 10% c	4 4%	3 5%	109 12%	18 16%	110 12%	17 18% a	95 14% b	32 8%	8 10%
More than 4 years, up to 6 years	115 10%	10 8%	86 11%	15 9%	81 11%	65 12% c	31 9%	5 5%	4 7%	99 11%	12 11%	101 11%	10 10%	75 11%	36 10%	7 9%
More than 6 years, up to 10 years	155 14%	15 13%	118 15%	20 12%	113 15%	86 16% c	47 13%	9 9%	7 11%	129 14%	17 14%	133 14%	13 13%	106 16% b	40 11%	9 10%
More than 10 years	452 40%	67 55% b	294 37%	89 53% b	272 37%	181 33% cd	180 50% acd	17 18%	12 19%	363 39%	42 37%	368 39%	36 37%	215 32%	190 50% ac	21 26%
Don’t know/ can’t remember	51 4%	9 7% b	23 3%	10 6% b	21 3%	14 2%	18 5% a	2 2%	2 2%	38 4%	2 2%	38 4%	2 2%	23 3%	17 5%	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.

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1879	230	1400	315	1315	977	653	163	108	1506	207	1536	177	1081	632	139
Effective Weighted Sample	1711	219	1304	298	1225	911	612	153	101	1372	192	1400	165	989	574	128
Total	1125	122	788	169	741	553	357	97	62	924	115	941	98	664	376	83
SUMMARY																
UP TO 2 YEARS	218	10	168	20	157	131	47	60	34	186	24	190	20	149	61	34
	19%	8%	21%	12%	21%	24%	13%	62%	55%	20%	21%	20%	20%	22%	16%	41%
			a		a	b		ab	ab					b		ab
MORE THAN 2, UP TO 4 YEARS	134	10	100	13	97	76	34	4	3	109	18	110	17	95	32	8
	12%	8%	13%	8%	13%	14%	10%	4%	5%	12%	16%	12%	18%	14%	8%	10%
					a	bcd	c						a	b		
MORE THAN 4, UP TO 10 YEARS	270	25	204	36	193	151	78	14	11	229	29	235	22	181	76	16
	24%	21%	26%	21%	26%	27%	22%	14%	18%	25%	25%	25%	23%	27%	20%	19%
						bcd	c							bc		
MORE THAN 10 YEARS	452	67	294	89	272	181	180	17	12	363	42	368	36	215	190	21
	40%	55%	37%	53%	37%	33%	50%	18%	19%	39%	37%	39%	37%	32%	50%	26%
		b		b		cd	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.

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
Less than 3 months	19	**	17	1	16	12	6	9	5	4	11	4	11	12	4	**	**
	2%	**	2%	1%	2%	2%	2%	9%	8%	2%	2%	2%	2%	3%	1%	**	**
								ab	ab					b			
3-6 months	24	**	21	2	20	16	6	16	8	1	17	2	16	11	7	**	**
	2%	**	2%	2%	3%	3%	2%	16%	13%	1%	3%	1%	3%	3%	2%	**	**
								ab	ab		a		a				
7-12 months	53	**	46	6	43	38	11	27	16	10	33	10	32	33	10	**	**
	5%	**	6%	6%	6%	7%	4%	27%	26%	5%	7%	5%	7%	8%	3%	**	**
						b		ab	ab					b			
More than a year, up to 2 years	122	**	97	11	92	78	25	8	5	22	71	25	69	69	24	**	**
	11%	**	12%	11%	12%	14%	8%	8%	8%	12%	14%	13%	14%	18%	8%	**	**
						b								b			
More than 2 years, up to 4 years	134	**	111	9	107	80	37	5	4	18	75	20	73	68	25	**	**
	12%	**	13%	10%	14%	14%	12%	5%	7%	10%	15%	10%	15%	17%	8%	**	**
						cd	c				a		a	b			
More than 4 years, up to 6 years	115	**	91	9	84	68	25	5	3	20	57	23	54	51	26	**	**
	10%	**	11%	9%	11%	12%	8%	5%	4%	11%	11%	12%	11%	13%	9%	**	**
						bcd								b			
More than 6 years, up to 10 years	155	**	125	13	119	91	41	10	6	26	76	28	74	56	46	**	**
	14%	**	15%	13%	15%	16%	13%	10%	10%	14%	15%	14%	15%	14%	15%	**	**
More than 10 years	452	**	298	43	276	175	144	17	15	76	156	81	151	83	149	**	**
	40%	**	36%	44%	35%	31%	47%	18%	23%	42%	31%	41%	31%	21%	50%	**	**
				b		c	acd			b		b			a		
Don't know/ can't remember	51	**	23	4	21	13	12	2	2	3	12	3	11	7	8	**	**
	4%	**	3%	4%	3%	2%	4%	2%	2%	2%	2%	2%	2%	2%	3%	**	**

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

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1879	83	1461	174	1370	985	559	164	110	303	873	330	846	662	514	90	54
Effective Weighted Sample	1711	75	1359	159	1275	916	518	153	103	274	816	299	790	616	473	83	49
Total	1125	47	831	99	780	572	306	99	63	180	510	197	493	389	301	55	32
SUMMARY																	
UP TO 2 YEARS	218	**	181	20	171	144	47	60	34	37	133	41	129	124	45	**	**
	19%	**	22%	20%	22%	25%	15%	60%	54%	21%	26%	21%	26%	32%	15%	**	**
						b		ab	ab					b			
MORE THAN 2, UP TO 4 YEARS	134	**	111	9	107	80	37	5	4	18	75	20	73	68	25	**	**
	12%	**	13%	10%	14%	14%	12%	5%	7%	10%	15%	10%	15%	17%	8%	**	**
						cd	c				a		a	b			
MORE THAN 4, UP TO 10 YEARS	270	**	217	22	203	159	66	15	9	46	133	51	128	107	73	**	**
	24%	**	26%	22%	26%	28%	22%	16%	14%	25%	26%	26%	26%	27%	24%	**	**
						bcd											
MORE THAN 10 YEARS	452	**	298	43	276	175	144	17	15	76	156	81	151	83	149	**	**
	40%	**	36%	44%	35%	31%	47%	18%	23%	42%	31%	41%	31%	21%	50%	**	**
				b		c	acd			b		b			a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 24

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

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
Less than 3 months	19	2	2	**	**	16	4	13	7	5	9	**	2	1
	2%	1%	1%	**	**	2%	1%	3%	1%	2%	2%	**	2%	*%
						b		b			e			
3-6 months	24	5	1	**	**	18	6	12	12	3	12	**	4	3
	2%	3%	*%	**	**	3%	1%	2%	2%	1%	3%	**	3%	1%
		b									a			
7-12 months	53	8	2	**	**	43	10	27	26	10	23	**	8	7
	5%	5%	1%	**	**	6%	2%	6%	4%	4%	6%	**	6%	2%
		b				b					e		e	
More than a year, up to 2 years	122	18	10	**	**	93	29	73	49	23	58	**	16	22
	11%	12%	4%	**	**	14%	7%	16%	8%	8%	15%	**	13%	8%
		b				b		b			ae			
More than 2 years, up to 4 years	134	25	16	**	**	93	41	68	65	29	55	**	19	22
	12%	15%	6%	**	**	13%	9%	15%	10%	10%	14%	**	15%	8%
		b				b		b			ae		e	
More than 4 years, up to 6 years	115	21	17	**	**	77	38	44	72	28	47	**	15	22
	10%	13%	6%	**	**	11%	9%	9%	11%	10%	12%	**	12%	8%
		b									e			
More than 6 years, up to 10 years	155	25	28	**	**	102	53	78	77	43	58	**	15	28
	14%	16%	10%	**	**	15%	12%	17%	12%	16%	15%	**	12%	10%
		b						b		e	e			
More than 10 years	452	45	174	**	**	232	219	147	305	129	119	**	45	143
	40%	28%	63%	**	**	34%	50%	31%	47%	46%	30%	**	36%	52%
			a				a		a	bd				bd
Don't know/ can't remember	51	9	27	**	**	15	36	9	42	10	11	**	1	28
	4%	6%	10%	**	**	2%	8%	2%	6%	3%	3%	**	1%	10%
							a		a					abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1879	253	450	33	23	1176	703	742	1137	520	670	93	213	385
Effective Weighted Sample	1711	226	400	30	21	1089	625	695	1017	482	628	87	196	345
Total	1125	159	276	21	14	690	435	470	655	280	393	49	127	276
SUMMARY														
UP TO 2 YEARS	218	34	14	**	**	170	48	124	94	41	102	**	30	33
	19%	21%	5%	**	**	25%	11%	26%	14%	15%	26%	**	24%	12%
		b				b		b			ae		ae	
MORE THAN 2, UP TO 4 YEARS	134	25	16	**	**	93	41	68	65	29	55	**	19	22
	12%	15%	6%	**	**	13%	9%	15%	10%	10%	14%	**	15%	8%
		b				b		b			ae		e	
MORE THAN 4, UP TO 10 YEARS	270	46	45	**	**	179	91	121	149	71	105	**	31	50
	24%	29%	16%	**	**	26%	21%	26%	23%	25%	27%	**	24%	18%
		b				b				e	e			
MORE THAN 10 YEARS	452	45	174	**	**	232	219	147	305	129	119	**	45	143
	40%	28%	63%	**	**	34%	50%	31%	47%	46%	30%	**	36%	52%
			a				a		a	bd				bd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 24

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

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Less than 3 months	19	5	9	4	18	2	1	8	8	3	8	12	3	6	4	6	9	10
	2%	7%	2%	1%	2%	1%	*%	3%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%
		bcdef						c	c									
3-6 months	24	7	9	7	23	1	-	11	9	3	10	14	5	8	4	7	13	11
	2%	9%	2%	2%	3%	*%	-%	4%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
		bcdef	ef	ef	ef			bc	c									
7-12 months	53	5	29	15	49	4	1	16	24	13	27	26	13	21	8	11	34	19
	5%	6%	6%	4%	5%	2%	1%	6%	5%	3%	5%	5%	4%	6%	4%	4%	5%	4%
		ef	ef	ef	ef			c	c									
More than a year, up to 2 years	122	15	69	32	116	6	3	49	51	22	53	69	31	42	25	25	72	50
	11%	20%	15%	9%	13%	3%	3%	19%	11%	5%	10%	12%	10%	13%	13%	9%	11%	10%
		cdef	cef	ef	cef			bc	c					d	d			
More than 2 years, up to 4 years	134	13	73	30	116	18	6	47	58	30	76	57	38	43	27	26	81	53
	12%	17%	16%	8%	13%	8%	6%	18%	13%	7%	14%	10%	12%	13%	14%	9%	13%	11%
		cef	cef		cef			bc	c		b			d	d			
More than 4 years, up to 6 years	115	7	60	32	99	16	7	32	51	32	55	60	40	34	18	24	73	42
	10%	10%	13%	9%	11%	7%	6%	12%	11%	8%	10%	11%	12%	10%	9%	8%	11%	9%
			cef		ef			c	c				d					
More than 6 years, up to 10 years	155	4	72	56	132	23	8	27	72	55	74	81	45	47	26	37	92	63
	14%	6%	16%	15%	15%	10%	7%	11%	16%	13%	13%	14%	14%	15%	14%	13%	14%	13%
			aef	aef	aef				a									
More than 10 years	452	10	122	177	309	142	71	54	159	238	229	223	140	109	70	132	250	202
	40%	14%	27%	49%	35%	62%	68%	21%	36%	57%	41%	39%	44%	34%	37%	45%	39%	42%
			a	abd	ab	abcd	abcd		a	ab			b			bc		
Don't know/ can't remember	51	7	17	9	33	17	8	13	15	22	23	28	6	14	8	22	20	30
	4%	10%	4%	2%	4%	7%	8%	5%	3%	5%	4%	5%	2%	4%	4%	8%	3%	6%
		bcd				bcd	bcd							a	a	abc		a

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

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
SUMMARY																		
UP TO 2 YEARS	218	31	116	59	205	13	4	84	92	41	97	121	52	76	40	50	128	90
	19%	42%	25%	16%	23%	6%	4%	33%	21%	10%	18%	21%	16%	23%	21%	17%	20%	19%
		bcdef	cef	ef	cef			bc	c					ad				
MORE THAN 2, UP TO 4 YEARS	134	13	73	30	116	18	6	47	58	30	76	57	38	43	27	26	81	53
	12%	17%	16%	8%	13%	8%	6%	18%	13%	7%	14%	10%	12%	13%	14%	9%	13%	11%
		cef	cef		cef			bc	c		b			d	d			
MORE THAN 4, UP TO 10 YEARS	270	12	132	88	232	38	14	59	123	87	129	141	84	81	43	62	165	105
	24%	16%	29%	24%	26%	17%	14%	23%	28%	21%	23%	25%	26%	25%	23%	21%	26%	22%
			aef	ef	aef				c									
MORE THAN 10 YEARS	452	10	122	177	309	142	71	54	159	238	229	223	140	109	70	132	250	202
	40%	14%	27%	49%	35%	62%	68%	21%	36%	57%	41%	39%	44%	34%	37%	45%	39%	42%
			a	abd	ab	abcd	abcd		a	ab			b			bc		

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

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
Less than 3 months	19	18	1	17	1	**	**
	2%	2%	1%	2%	1%	**	**
3-6 months	24	21	3	22	1	**	**
	2%	2%	2%	2%	1%	**	**
7-12 months	53	43	10	46	4	**	**
	5%	4%	8%	5%	3%	**	**
			a				
More than a year, up to 2 years	122	104	18	99	13	**	**
	11%	11%	13%	10%	13%	**	**
More than 2 years, up to 4 years	134	123	11	116	11	**	**
	12%	12%	8%	12%	11%	**	**
More than 4 years, up to 6 years	115	102	13	101	6	**	**
	10%	10%	10%	11%	6%	**	**
More than 6 years, up to 10 years	155	138	17	136	10	**	**
	14%	14%	13%	14%	10%	**	**
More than 10 years	452	394	58	361	52	**	**
	40%	40%	43%	38%	51%	**	**
					a		
Don't know/ can't remember	51	47	4	43	3	**	**
	4%	5%	3%	5%	3%	**	**
SUMMARY							
UP TO 2 YEARS	218	186	32	185	19	**	**
	19%	19%	23%	20%	19%	**	**

Columns Tested: 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.

Q6I. SHOWCARD How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
MORE THAN 2, UP TO 4 YEARS	134	123	11	116	11	**	**
	12%	12%	8%	12%	11%	**	**
MORE THAN 4, UP TO 10 YEARS	270	240	30	237	16	**	**
	24%	24%	23%	25%	16%	**	**
				b			
MORE THAN 10 YEARS	452	394	58	361	52	**	**
	40%	40%	43%	38%	51%	**	**
					a		

Columns Tested: 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.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Fixed broadband	882	31	818	81	768	549	300	98	61	736	117	752	102	568	285	75
	59%	22%	98%	42%	98%	93%	78%	91%	88%	58%	95%	58%	96%	62%	59%	55%
			a		a	b		b	b		a		a			
Landline	838	-	838	52	786	545	293	97	60	698	107	714	92	536	270	67
	56%	-%	100%	27%	100%	92%	76%	90%	86%	55%	86%	55%	87%	58%	56%	49%
			a		a	bd		b	b		a		a	c		
Pay TV service	509	26	459	36	449	338	147	50	34	439	54	445	47	336	157	46
	34%	18%	55%	19%	57%	57%	38%	47%	49%	34%	43%	34%	45%	36%	33%	33%
			a		a	bc		b	b		a		a			
Mobile phone	122	6	106	14	99	81	31	18	13	-	122	18	104	91	31	20
	8%	5%	13%	7%	13%	14%	8%	16%	18%	-%	99%	1%	99%	10%	7%	15%
			a		a	b		b	b		a		a	b		ab
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	-	393	8	385	282	112	41	24	384	-	384	-	262	122	30
	26%	-%	47%	4%	49%	48%	29%	38%	35%	30%	-%	30%	-%	28%	26%	22%
			a		a	bcd		b		b		b		c		
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	-	324	36	288	176	148	38	23	306	1	306	1	189	118	20
	22%	-%	39%	19%	37%	30%	38%	36%	33%	24%	1%	24%	1%	21%	25%	15%
			a		a		a			b		b		c	ac	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	49	2	48	37	12	8	8	-	49	5	44	38	11	9
	3%	-%	6%	1%	6%	6%	3%	7%	11%	-%	40%	*%	41%	4%	2%	6%
			a		a	b		b	ab		a		a	b		b
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	-	50	4	47	41	9	9	4	-	50	7	43	39	11	7
	3%	-%	6%	2%	6%	7%	2%	9%	6%	-%	40%	1%	41%	4%	2%	5%
			a		a	b		b	b		a		a	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.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
FIXED BROADBAND AND PAY TV	48	25	-	25	-	12	13	2	2	46	-	46	-	29	17	7
	3%	18%	-%	13%	-%	2%	3%	2%	3%	4%	-%	4%	-%	3%	3%	5%
		b		b						b		b				
MOBILE PHONE AND FIXED BROADBAND	15	6	*	6	*	1	5	-	-	-	15	3	12	9	6	3
	1%	4%	*%	3%	*%	*%	1%	-%	-%	-%	12%	*%	11%	1%	1%	2%
		b		b			a				a		a			
LANDLINE AND PAY TV	14	-	14	-	14	7	8	-	-	9	1	9	*	5	5	-
	1%	-%	2%	-%	2%	1%	2%	-%	-%	1%	1%	1%	*%	1%	1%	-%
			a		a											
LANDLINE AND MOBILE PHONE	4	-	4	1	3	2	2	1	1	-	4	1	3	2	2	1
	*%	-%	*%	1%	*%	*%	1%	*%	1%	-%	3%	*%	2%	*%	*%	*%
											a		a			
LANDLINE, MOBILE PHONE AND PAY TV	2	-	2	1	1	-	2	-	-	-	2	1	1	1	1	1
	*%	-%	*%	*%	*%	-%	1%	-%	-%	-%	2%	*%	1%	*%	*%	1%
							a				a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	1	-	1	-	-	1	-	-	-	2	-	2	1	*	-
	*%	1%	-%	*%	-%	-%	*%	-%	-%	-%	1%	-%	2%	*%	*%	-%
		b		b							a		a			
NONE	598	109	-	109	-	35	74	9	8	532	-	532	-	345	186	60
	40%	78%	-%	57%	-%	6%	19%	8%	11%	42%	-%	41%	-%	38%	39%	44%
		b		b			acd		a	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.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Fixed broadband	882	-	882	55	826	574	307	98	61	122	494	139	477	357	259	**	**
	59%	-%	100%	46%	100%	93%	94%	89%	87%	68%	97%	70%	97%	92%	86%	**	**
			a		a	d	cd				a		a	b			
Landline	838	4	818	52	769	536	286	90	56	119	460	133	447	334	246	**	**
	56%	6%	93%	43%	93%	86%	87%	82%	80%	66%	90%	67%	91%	86%	82%	**	**
			a		a	d	d				a		a				
Pay TV service	509	2	493	15	479	334	161	47	27	-	509	17	491	303	206	**	**
	34%	3%	56%	13%	58%	54%	49%	42%	39%	-%	100%	9%	100%	78%	68%	**	**
			a		a	bcd	d				a		a	b			
Mobile phone	122	3	116	11	109	86	33	19	10	23	53	25	51	50	26	**	**
	8%	4%	13%	9%	13%	14%	10%	17%	15%	13%	10%	13%	10%	13%	9%	**	**
			a			b		b						b			
SERVICES FROM THE SAME PROVIDER																	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	-	393	8	386	270	124	38	22	-	393	11	382	235	159	**	**
	26%	-%	45%	6%	47%	44%	38%	34%	32%	-%	77%	6%	78%	60%	53%	**	**
			a		a	bcd					a		a	b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	-	324	36	288	191	133	37	26	100	1	100	1	45	56	**	**
	22%	-%	37%	30%	35%	31%	41%	34%	37%	56%	*%	51%	*%	12%	19%	**	**
			a				a			b		b			a		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	49	2	48	33	16	5	3	-	49	2	48	32	17	**	**
	3%	-%	6%	1%	6%	5%	5%	4%	5%	-%	10%	1%	10%	8%	6%	**	**
			a		a						a		a				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	-	50	3	48	40	10	10	5	18	-	18	-	14	5	**	**
	3%	-%	6%	2%	6%	6%	3%	9%	7%	10%	-%	9%	-%	4%	2%	**	**
			a		a	b		b		b		b		b			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
FIXED BROADBAND AND PAY TV	48	-	48	4	44	30	18	4	2	-	48	4	44	27	20	**	**
	3%	-%	5%	3%	5%	5%	6%	3%	3%	-%	9%	2%	9%	7%	7%	**	**
			a								a		a				
MOBILE PHONE AND FIXED BROADBAND	15	-	15	3	12	11	4	5	2	4	*	4	*	2	2	**	**
	1%	-%	2%	3%	1%	2%	1%	4%	3%	2%	*%	2%	*%	1%	1%	**	**
								ab		b		b					
LANDLINE AND PAY TV	14	1	1	2	*	1	1	*	-	-	14	-	14	8	7	**	**
	1%	2%	*%	1%	*%	*%	*%	*%	-%	-%	3%	-%	3%	2%	2%	**	**
		b		b							a		a				
LANDLINE AND MOBILE PHONE	4	2	-	2	-	1	1	-	-	1	-	1	-	-	1	**	**
	*%	3%	-%	2%	-%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	**	**
		b		b													
LANDLINE, MOBILE PHONE AND PAY TV	2	1	-	1	-	1	-	-	-	-	2	1	1	-	2	**	**
	*%	1%	-%	1%	-%	*%	-%	-%	-%	-%	*%	*%	*%	-%	1%	**	**
		b		b											a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	2	-	2	1	1	-	-	-	2	-	2	1	*	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
NONE	598	61	-	61	-	43	19	11	9	57	-	57	-	24	32	**	**
	40%	94%	-%	51%	-%	7%	6%	10%	13%	32%	-%	29%	-%	6%	11%	**	**
		b		b				b	ab	b		b			a		

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Fixed broadband	882	92	122	**	**	616	214	441	441	324	393	**	116	-
	59%	58%	44%	**	**	89%	49%	68%	52%	100%	100%	**	85%	-%
		b				b		b		de	de		e	
Landline	838	88	120	**	**	580	208	405	432	324	393	**	72	-
	56%	56%	43%	**	**	84%	48%	63%	51%	100%	100%	**	53%	-%
		b				b		b		de	de		e	
Pay TV service	509	-	-	**	**	509	-	260	249	-	393	**	66	-
	34%	-%	-%	**	**	74%	-%	40%	29%	-%	100%	**	48%	-%
						b		b			ade		ae	
Mobile phone	122	18	19	**	**	76	37	57	65	-	-	**	73	-
	8%	11%	7%	**	**	11%	8%	9%	8%	-%	-%	**	54%	-%
		b											abe	
SERVICES FROM THE SAME PROVIDER														
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	-	-	**	**	393	-	209	185	-	393	**	-	-
	26%	-%	-%	**	**	57%	-%	32%	22%	-%	100%	**	-%	-%
						b		b			ade			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	74	105	**	**	101	179	148	176	324	-	**	1	-
	22%	47%	38%	**	**	15%	41%	23%	21%	100%	-%	**	1%	-%
		b					a			bde			be	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	-	**	**	49	-	20	29	-	-	**	-	-
	3%	-%	-%	**	**	7%	-%	3%	3%	-%	-%	**	-%	-%
						b								
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	14	13	**	**	18	27	26	24	-	-	**	50	-
	3%	9%	5%	**	**	3%	6%	4%	3%	-%	-%	**	37%	-%
		b					a						abe	

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
FIXED BROADBAND AND PAY TV	48	-	-	**	**	48	-	28	20	-	-	**	48	-
	3%	-%	-%	**	**	7%	-%	4%	2%	-%	-%	**	35%	-%
						b		b					abe	
MOBILE PHONE AND FIXED BROADBAND	15	4	4	**	**	4	8	9	6	-	-	**	15	-
	1%	2%	1%	**	**	1%	2%	1%	1%	-%	-%	**	11%	-%
							a						abe	
LANDLINE AND PAY TV	14	-	-	**	**	14	-	2	13	-	-	**	14	-
	1%	-%	-%	**	**	2%	-%	*%	2%	-%	-%	**	11%	-%
						b			a				abe	
LANDLINE AND MOBILE PHONE	4	-	2	**	**	1	2	*	4	-	-	**	4	-
	*%	-%	1%	**	**	*%	*%	*%	*%	-%	-%	**	3%	-%
													abe	
LANDLINE, MOBILE PHONE AND PAY TV	2	-	-	**	**	2	-	1	1	-	-	**	2	-
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	2%	-%
													abe	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	-	**	**	2	-	1	*	-	-	**	2	-
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	1%	-%
													abe	
NONE	598	67	152	**	**	57	220	204	394	-	-	**	-	598
	40%	42%	55%	**	**	8%	50%	32%	46%	-%	-%	**	-%	100%
			a				a		a					abd

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Fixed broadband	882	61	398	300	760	120	37	216	394	269	434	448	292	278	147	165	570	311
	59%	25%	69%	71%	61%	48%	32%	44%	74%	57%	58%	60%	75%	61%	57%	41%	68%	48%
			adef	adef	aef	af			ac	a			bcd	d	d		b	
Landline	838	55	368	285	708	128	46	193	370	273	412	426	281	256	139	161	538	300
	56%	22%	64%	67%	57%	51%	39%	39%	69%	58%	55%	57%	73%	56%	54%	40%	64%	46%
			adef	adef	aef	af	a		ac	a			bcd	d	d		b	
Pay TV service	509	42	237	170	450	58	19	135	238	134	247	262	173	170	80	86	343	166
	34%	17%	41%	40%	36%	23%	16%	28%	44%	29%	33%	35%	45%	37%	31%	22%	41%	25%
			adef	adef	aef	af			ac				bcd	cd	d		b	
Mobile phone	122	5	47	49	100	21	8	21	55	45	64	58	35	47	14	26	82	40
	8%	2%	8%	12%	8%	8%	7%	4%	10%	10%	9%	8%	9%	10%	6%	6%	10%	6%
			a	abdf	a	a	a		a	a			c	cd			b	
SERVICES FROM THE SAME PROVIDER																		
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	34	198	128	359	34	9	109	192	91	190	203	141	129	63	61	270	124
	26%	14%	34%	30%	29%	13%	8%	22%	36%	19%	25%	27%	36%	28%	25%	15%	32%	19%
		f	adef	aef	aef	f			ac				bcd	d	d		b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	17	131	112	261	63	22	67	128	128	160	164	103	86	62	73	189	135
	22%	7%	23%	27%	21%	25%	19%	14%	24%	27%	21%	22%	27%	19%	24%	18%	22%	21%
			a	adf	a	adf	a		a	a			bd		bd			
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	2	15	23	40	8	2	7	21	20	24	25	13	18	5	13	31	18
	3%	1%	3%	6%	3%	3%	2%	1%	4%	4%	3%	3%	3%	4%	2%	3%	4%	3%
				abdf	a	a			a	a				c				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	2	23	16	41	9	4	8	24	18	26	24	19	18	6	8	37	13
	3%	1%	4%	4%	3%	4%	3%	2%	4%	4%	4%	3%	5%	4%	2%	2%	4%	2%
			a	a	a	a	a		a	a			cd	d			b	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
FIXED BROADBAND AND PAY TV	48	6	23	14	43	4	-	18	20	9	23	24	13	19	8	8	32	16
	3%	2%	4%	3%	3%	2%	-%	4%	4%	2%	3%	3%	3%	4%	3%	2%	4%	2%
		f	ef	f	ef	f		c	c					d			b	
MOBILE PHONE AND FIXED BROADBAND	15	-	9	6	14	1	*	5	8	2	8	7	3	8	2	2	11	4
	1%	-%	2%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%
			ae	ae	a				c									
LANDLINE AND PAY TV	14	-	2	2	4	10	7	-	3	11	6	8	5	3	3	4	8	7
	1%	-%	*%	1%	*%	4%	6%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
						abcd	abcd		a	ab								
LANDLINE AND MOBILE PHONE	4	-	*	2	2	2	2	*	1	3	3	1	-	2	*	2	2	2
	*%	-%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	-%	*%	*%	*%	*%	*%
						bd	abd											
LANDLINE, MOBILE PHONE AND PAY TV	2	-	-	2	2	*	*	-	1	1	2	*	1	*	-	1	1	1
	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	1	-	1	1	*	-	1	1	*	1	1	-	*	1	-	*	1
	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%
NONE	598	183	179	117	478	119	71	275	137	184	304	294	89	174	107	227	264	334
	40%	75%	31%	28%	38%	47%	60%	56%	26%	39%	41%	39%	23%	38%	42%	57%	31%	51%
		bcdef			bc	bcd	bcde	bc		b				a	a	abc		a

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Fixed broadband	882	767	115	744	81	41	**
	59%	58%	62%	59%	63%	54%	**
Landline	838	727	111	699	78	43	**
	56%	55%	60%	56%	61%	57%	**
Pay TV service	509	463	46	424	42	31	**
	34%	35%	25%	34%	33%	41%	**
		b					
Mobile phone	122	105	17	104	13	6	**
	8%	8%	9%	8%	10%	7%	**
SERVICES FROM THE SAME PROVIDER							
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	357	36	326	34	24	**
	26%	27%	20%	26%	26%	31%	**
		b					
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	265	59	274	32	12	**
	22%	20%	32%	22%	25%	15%	**
			a		c		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	45	4	42	4	3	**
	3%	3%	2%	3%	3%	4%	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	41	9	44	5	1	**
	3%	3%	5%	4%	4%	1%	**
FIXED BROADBAND AND PAY TV	48	45	3	44	3	1	**
	3%	3%	2%	3%	2%	1%	**

Columns Tested: 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.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
MOBILE PHONE AND FIXED BROADBAND	15	12	3	13	2	1	**
	1%	1%	2%	1%	1%	1%	**
LANDLINE AND PAY TV	14	13	2	10	1	2	**
	1%	1%	1%	1%	*%	3%	**
						ab	
LANDLINE AND MOBILE PHONE	4	4	-	2	2	-	**
	*%	*%	-%	*%	1%	-%	**
					a		
LANDLINE, MOBILE PHONE AND PAY TV	2	1	1	1	-	1	**
	*%	*%	*%	*%	-%	2%	**
						ab	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	2	-	2	-	-	**
	*%	*%	-%	*%	-%	-%	**
NONE	598	529	68	502	46	31	**
	40%	40%	37%	40%	36%	42%	**

Columns Tested: 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.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		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
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1662	57	1559	153	1463	1029	587	177	114	1349	235	1383	201	1043	541	143
Effective Weighted Sample	1513	53	1422	142	1333	939	536	161	104	1231	214	1261	184	955	490	130
Total	902	31	838	83	786	558	312	98	61	744	124	763	106	576	293	77
Fixed broadband	882	**	818	81	768	549	300	98	61	736	117	752	102	568	285	75
	98%	**	98%	97%	98%	98%	96%	99%	99%	99%	95%	99%	96%	99%	97%	98%
						b		b		b		b				
Landline	838	**	838	52	786	545	293	97	60	698	107	714	92	536	270	67
	93%	**	100%	62%	100%	98%	94%	98%	97%	94%	86%	94%	87%	93%	92%	88%
					a	b		b		b		b		c		
Pay TV service	509	**	459	36	449	338	147	50	34	439	54	445	47	336	157	46
	56%	**	55%	44%	57%	61%	47%	51%	55%	59%	43%	58%	45%	58%	53%	60%
					a	bc				b		b				
Mobile phone	122	**	106	14	99	81	31	18	13	-	122	18	104	91	31	20
	14%	**	13%	17%	13%	15%	10%	18%	21%	-%	99%	2%	99%	16%	11%	26%
						b		b	b		a		a	b		ab
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	**	393	8	385	282	112	41	24	384	-	384	-	262	122	30
	44%	**	47%	10%	49%	51%	36%	41%	40%	52%	-%	50%	-%	46%	42%	39%
					a	bcd				b		b				
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	**	324	36	288	176	148	38	23	306	1	306	1	189	118	20
	36%	**	39%	44%	37%	32%	48%	39%	37%	41%	1%	40%	1%	33%	40%	27%
							acd			b		b			ac	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	49	2	48	37	12	8	8	-	49	5	44	38	11	9
	5%	**	6%	2%	6%	7%	4%	8%	13%	-%	40%	1%	41%	7%	4%	11%
					a	b		b	ab		a		a	b		ab
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	**	50	4	47	41	9	9	4	-	50	7	43	39	11	7
	6%	**	6%	4%	6%	7%	3%	10%	7%	-%	40%	1%	41%	7%	4%	10%
						b		b	b		a		a	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.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		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
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1662	57	1559	153	1463	1029	587	177	114	1349	235	1383	201	1043	541	143
Effective Weighted Sample	1513	53	1422	142	1333	939	536	161	104	1231	214	1261	184	955	490	130
Total	902	31	838	83	786	558	312	98	61	744	124	763	106	576	293	77
FIXED BROADBAND AND PAY TV	48	**	-	25	-	12	13	2	2	46	-	46	-	29	17	7
	5%	**	-%	30%	-%	2%	4%	2%	3%	6%	-%	6%	-%	5%	6%	9%
				b			a			b		b				
MOBILE PHONE AND FIXED BROADBAND	15	**	*	6	*	1	5	-	-	-	15	3	12	9	6	3
	2%	**	*%	7%	*%	*%	2%	-%	-%	-%	12%	*%	11%	2%	2%	3%
				b			a				a		a			
LANDLINE AND PAY TV	14	**	14	-	14	7	8	-	-	9	1	9	*	5	5	-
	2%	**	2%	-%	2%	1%	2%	-%	-%	1%	1%	1%	*%	1%	2%	-%
							c									
LANDLINE AND MOBILE PHONE	4	**	4	1	3	2	2	1	1	-	4	1	3	2	2	1
	*%	**	*%	2%	*%	*%	1%	1%	1%	-%	3%	*%	2%	*%	1%	1%
				b							a		a			
LANDLINE, MOBILE PHONE AND PAY TV	2	**	2	1	1	-	2	-	-	-	2	1	1	1	1	1
	*%	**	*%	1%	*%	-%	1%	-%	-%	-%	2%	*%	1%	*%	*%	1%
							a				a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	-	1	-	-	1	-	-	-	2	-	2	1	*	-
	*%	**	-%	1%	-%	-%	*%	-%	-%	-%	1%	-%	2%	*%	*%	-%
				b							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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1662	9	1625	111	1523	1048	586	176	113	220	873	247	846	627	466	85	51
Effective Weighted Sample	1513	8	1479	101	1386	954	533	159	103	205	816	230	790	587	434	79	47
Total	902	4	883	60	827	577	309	98	61	123	510	140	493	365	268	50	29
Fixed broadband	882	**	882	55	826	574	307	98	61	122	494	139	477	357	259	**	**
	98%	**	100%	93%	100%	100%	99%	100%	100%	100%	97%	99%	97%	98%	96%	**	**
					a					b		b					
Landline	838	**	818	52	769	536	286	90	56	119	460	133	447	334	246	**	**
	93%	**	93%	88%	93%	93%	92%	91%	92%	97%	90%	95%	91%	92%	92%	**	**
										b		b					
Pay TV service	509	**	493	15	479	334	161	47	27	-	509	17	491	303	206	**	**
	56%	**	56%	26%	58%	58%	52%	47%	45%	-%	100%	12%	100%	83%	77%	**	**
					a	bcd					a		a	b			
Mobile phone	122	**	116	11	109	86	33	19	10	23	53	25	51	50	26	**	**
	14%	**	13%	18%	13%	15%	11%	19%	17%	18%	10%	18%	10%	14%	10%	**	**
						b		b		b		b					
SERVICES FROM THE SAME PROVIDER																	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	**	393	8	386	270	124	38	22	-	393	11	382	235	159	**	**
	44%	**	45%	13%	47%	47%	40%	38%	37%	-%	77%	8%	78%	64%	59%	**	**
					a	bcd					a		a				
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	**	324	36	288	191	133	37	26	100	1	100	1	45	56	**	**
	36%	**	37%	61%	35%	33%	43%	38%	43%	82%	*%	72%	*%	12%	21%	**	**
				b			a		a	b		b			a		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	49	2	48	33	16	5	3	-	49	2	48	32	17	**	**
	5%	**	6%	3%	6%	6%	5%	5%	5%	-%	10%	1%	10%	9%	6%	**	**
											a		a				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	**	50	3	48	40	10	10	5	18	-	18	-	14	5	**	**
	6%	**	6%	5%	6%	7%	3%	10%	8%	15%	-%	13%	-%	4%	2%	**	**
						b		b	b	b		b		b			

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1662	9	1625	111	1523	1048	586	176	113	220	873	247	846	627	466	85	51
Effective Weighted Sample	1513	8	1479	101	1386	954	533	159	103	205	816	230	790	587	434	79	47
Total	902	4	883	60	827	577	309	98	61	123	510	140	493	365	268	50	29
FIXED BROADBAND AND PAY TV	48	**	48	4	44	30	18	4	2	-	48	4	44	27	20	**	**
	5%	**	5%	6%	5%	5%	6%	4%	4%	-%	9%	3%	9%	8%	8%	**	**
											a		a				
MOBILE PHONE AND FIXED BROADBAND	15	**	15	3	12	11	4	5	2	4	*	4	*	2	2	**	**
	2%	**	2%	6%	1%	2%	1%	5%	4%	3%	*%	3%	*%	1%	1%	**	**
				b				ab		b		b					
LANDLINE AND PAY TV	14	**	1	2	*	1	1	*	-	-	14	-	14	8	7	**	**
	2%	**	*%	3%	*%	*%	*%	*%	-%	-%	3%	-%	3%	2%	3%	**	**
				b							a		a				
LANDLINE AND MOBILE PHONE	4	**	-	2	-	1	1	-	-	1	-	1	-	-	1	**	**
	*%	**	-%	3%	-%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	**	**
				b													
LANDLINE, MOBILE PHONE AND PAY TV	2	**	-	1	-	1	-	-	-	-	2	1	1	-	2	**	**
	*%	**	-%	1%	-%	*%	-%	-%	-%	-%	*%	1%	*%	-%	1%	**	**
				b											a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	2	-	2	1	1	-	-	-	2	-	2	1	*	**	**
	*%	**	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1662	166	235	24	16	1094	401	742	920	660	670	93	241	-
Effective Weighted Sample	1513	153	217	22	14	1022	370	686	838	588	628	87	217	-
Total	902	92	124	14	9	633	216	443	459	324	393	49	136	-
Fixed broadband	882	92	122	**	**	616	214	441	441	324	393	**	116	**
	98%	100%	99%	**	**	97%	99%	99%	96%	100%	100%	**	85%	**
							a	b		d	d			
Landline	838	88	120	**	**	580	208	405	432	324	393	**	72	**
	93%	96%	97%	**	**	92%	96%	91%	94%	100%	100%	**	53%	**
							a		a	d	d			
Pay TV service	509	-	-	**	**	509	-	260	249	-	393	**	66	**
	56%	-%	-%	**	**	80%	-%	59%	54%	-%	100%	**	48%	**
						b					ad		a	
Mobile phone	122	18	19	**	**	76	37	57	65	-	-	**	73	**
	14%	19%	15%	**	**	12%	17%	13%	14%	-%	-%	**	54%	**
							a						ab	
SERVICES FROM THE SAME PROVIDER														
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	-	-	**	**	393	-	209	185	-	393	**	-	**
	44%	-%	-%	**	**	62%	-%	47%	40%	-%	100%	**	-%	**
						b		b			ad			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	74	105	**	**	101	179	148	176	324	-	**	1	**
	36%	81%	85%	**	**	16%	83%	33%	38%	100%	-%	**	1%	**
							a		a	bd			b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	-	**	**	49	-	20	29	-	-	**	-	**
	5%	-%	-%	**	**	8%	-%	4%	6%	-%	-%	**	-%	**
						b								
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	14	13	**	**	18	27	26	24	-	-	**	50	**
	6%	15%	11%	**	**	3%	13%	6%	5%	-%	-%	**	37%	**
							a						ab	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1662	166	235	24	16	1094	401	742	920	660	670	93	241	-
Effective Weighted Sample	1513	153	217	22	14	1022	370	686	838	588	628	87	217	-
Total	902	92	124	14	9	633	216	443	459	324	393	49	136	-
FIXED BROADBAND AND PAY TV	48	-	-	**	**	48	-	28	20	-	-	**	48	**
	5%	-%	-%	**	**	8%	-%	6%	4%	-%	-%	**	35%	**
						b							ab	
MOBILE PHONE AND FIXED BROADBAND	15	4	4	**	**	4	8	9	6	-	-	**	15	**
	2%	4%	3%	**	**	1%	4%	2%	1%	-%	-%	**	11%	**
							a						ab	
LANDLINE AND PAY TV	14	-	-	**	**	14	-	2	13	-	-	**	14	**
	2%	-%	-%	**	**	2%	-%	*%	3%	-%	-%	**	11%	**
						b			a				ab	
LANDLINE AND MOBILE PHONE	4	-	2	**	**	1	2	*	4	-	-	**	4	**
	*%	-%	1%	**	**	*%	1%	*%	1%	-%	-%	**	3%	**
							a		a				ab	
LANDLINE, MOBILE PHONE AND PAY TV	2	-	-	**	**	2	-	1	1	-	-	**	2	**
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	2%	**
													ab	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	-	**	**	2	-	1	*	-	-	**	2	**
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	1%	**
													ab	

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1662	95	612	610	1317	341	115	338	678	642	781	881	458	532	351	321	990	672
Effective Weighted Sample	1513	90	573	576	1218	332	111	316	625	605	707	811	427	490	333	296	909	619
Total	902	61	400	306	767	133	46	216	399	285	444	458	298	283	150	171	581	321
Fixed broadband	882	**	398	300	760	120	37	216	394	269	434	448	292	278	147	165	570	311
	98%	**	99%	98%	99%	90%	81%	100%	99%	95%	98%	98%	98%	98%	98%	96%	98%	97%
			cef	ef	ef	f		c	c									
Landline	838	**	368	285	708	128	46	193	370	273	412	426	281	256	139	161	538	300
	93%	**	92%	93%	92%	96%	99%	89%	93%	96%	93%	93%	94%	91%	93%	94%	93%	93%
						bd	bcd		a	ab			b					
Pay TV service	509	**	237	170	450	58	19	135	238	134	247	262	173	170	80	86	343	166
	56%	**	59%	56%	59%	43%	40%	63%	60%	47%	56%	57%	58%	60%	54%	50%	59%	52%
			ef	ef	ef			c	c				d	d			b	
Mobile phone	122	**	47	49	100	21	8	21	55	45	64	58	35	47	14	26	82	40
	14%	**	12%	16%	13%	16%	18%	10%	14%	16%	14%	13%	12%	17%	10%	15%	14%	13%
				b						a				ac		c		
SERVICES FROM THE SAME PROVIDER																		
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	**	198	128	359	34	9	109	192	91	190	203	141	129	63	61	270	124
	44%	**	49%	42%	47%	25%	20%	51%	48%	32%	43%	44%	47%	45%	42%	35%	46%	39%
			cef	ef	cef			c	c				d	d			b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	**	131	112	261	63	22	67	128	128	160	164	103	86	62	73	189	135
	36%	**	33%	37%	34%	48%	48%	31%	32%	45%	36%	36%	35%	30%	41%	43%	33%	42%
						bcd	bcd			ab					b	ab		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	15	23	40	8	2	7	21	20	24	25	13	18	5	13	31	18
	5%	**	4%	8%	5%	6%	5%	3%	5%	7%	5%	5%	4%	7%	3%	8%	5%	6%
				bd						a				c		ac		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	**	23	16	41	9	4	8	24	18	26	24	19	18	6	8	37	13
	6%	**	6%	5%	5%	7%	8%	4%	6%	6%	6%	5%	6%	6%	4%	4%	6%	4%
																	b	

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1662	95	612	610	1317	341	115	338	678	642	781	881	458	532	351	321	990	672
Effective Weighted Sample	1513	90	573	576	1218	332	111	316	625	605	707	811	427	490	333	296	909	619
Total	902	61	400	306	767	133	46	216	399	285	444	458	298	283	150	171	581	321
FIXED BROADBAND AND PAY TV	48	**	23	14	43	4	-	18	20	9	23	24	13	19	8	8	32	16
	5%	**	6%	5%	6%	3%	-%	8%	5%	3%	5%	5%	5%	7%	5%	4%	6%	5%
			f	f	f			bc										
MOBILE PHONE AND FIXED BROADBAND	15	**	9	6	14	1	*	5	8	2	8	7	3	8	2	2	11	4
	2%	**	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	3%	1%	1%	2%	1%
								c										
LANDLINE AND PAY TV	14	**	2	2	4	10	7	-	3	11	6	8	5	3	3	4	8	7
	2%	**	*%	1%	1%	8%	15%	-%	1%	4%	1%	2%	2%	1%	2%	2%	1%	2%
						bcd	bcde			ab								
LANDLINE AND MOBILE PHONE	4	**	*	2	2	2	2	*	1	3	3	1	-	2	*	2	2	2
	*%	**	*%	1%	*%	1%	3%	*%	*%	1%	1%	*%	-%	1%	*%	1%	*%	1%
						bd	bcd									a		
LANDLINE, MOBILE PHONE AND PAY TV	2	**	-	2	2	*	*	-	1	1	2	*	1	*	-	1	1	1
	*%	**	-%	1%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
							b											
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	-	1	1	*	-	1	1	*	1	1	-	*	1	-	*	1
	*%	**	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	1%	-%	*%	*%

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1662	1429	233	1381	161	84	36
Effective Weighted Sample	1513	1303	212	1260	145	77	32
Total	902	785	117	757	83	44	17
Fixed broadband	882	767	115	744	81	**	**
	98%	98%	98%	98%	97%	**	**
Landline	838	727	111	699	78	**	**
	93%	93%	95%	92%	94%	**	**
Pay TV service	509	463	46	424	42	**	**
	56%	59%	39%	56%	51%	**	**
		b					
Mobile phone	122	105	17	104	13	**	**
	14%	13%	15%	14%	16%	**	**
SERVICES FROM THE SAME PROVIDER							
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	357	36	326	34	**	**
	44%	45%	31%	43%	41%	**	**
		b					
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	265	59	274	32	**	**
	36%	34%	50%	36%	39%	**	**
			a				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	45	4	42	4	**	**
	5%	6%	3%	6%	5%	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	41	9	44	5	**	**
	6%	5%	8%	6%	6%	**	**
FIXED BROADBAND AND PAY TV	48	45	3	44	3	**	**
	5%	6%	2%	6%	4%	**	**
		b					

Columns Tested: 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.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1662	1429	233	1381	161	84	36
Effective Weighted Sample	1513	1303	212	1260	145	77	32
Total	902	785	117	757	83	44	17
MOBILE PHONE AND FIXED BROADBAND	15	12	3	13	2	**	**
	2%	2%	3%	2%	2%	**	**
LANDLINE AND PAY TV	14	13	2	10	1	**	**
	2%	2%	1%	1%	1%	**	**
LANDLINE AND MOBILE PHONE	4	4	-	2	2	**	**
	*%	1%	-%	*%	2%	**	**
					a		
LANDLINE, MOBILE PHONE AND PAY TV	2	1	1	1	-	**	**
	*%	*%	1%	*%	-%	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	2	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Mobile phone	2	-	2	-	2	1	1	-	-	-	2	*	1	1	1	*
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1%	*%	1%	*%	*%	*%
											a		a			
Pay TV service	1	-	1	-	1	1	1	-	-	-	1	-	1	1	1	*
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1%	-%	1%	*%	*%	*%
											a		a			
Fixed broadband	1	-	1	-	1	1	-	-	-	-	1	*	*	*	*	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	1%	*%	*%	*%	*%	-%
											a		a			
Landline	*	-	*	-	*	*	-	-	-	-	*	-	*	*	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%
											a		a			
SERVICES FROM THE SAME PROVIDER																
MOBILE PHONE AND PAY TV	1	-	1	-	1	*	1	-	-	-	1	-	1	*	1	*
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1%	-%	1%	*%	*%	*%
											a		a			
MOBILE PHONE AND FIXED BROADBAND	1	-	1	-	1	1	-	-	-	-	1	*	*	*	*	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	1%	*%	*%	*%	*%	-%
											a		a			
LANDLINE AND PAY TV	*	-	*	-	*	*	-	-	-	-	*	-	*	*	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%
											a		a			
NONE	1498	140	836	192	784	591	385	107	69	1276	122	1294	104	920	478	137
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	98%	100%	98%	100%	100%	100%
										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.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Mobile phone	2	-	2	*	1	1	1	*	-	-	2	-	2	*	1	**	**
	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	**	**
Pay TV service	1	-	1	-	1	1	1	-	-	-	1	-	1	1	1	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
Fixed broadband	1	-	1	*	*	*	*	*	-	-	1	-	1	-	1	**	**
	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	**	**
Landline	*	-	*	-	*	*	-	-	-	-	*	-	*	*	-	**	**
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	**	**
SERVICES FROM THE SAME PROVIDER																	
MOBILE PHONE AND PAY TV	1	-	1	-	1	*	1	-	-	-	1	-	1	*	1	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
MOBILE PHONE AND FIXED BROADBAND	1	-	1	*	*	*	*	*	-	-	1	-	1	-	1	**	**
	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	**	**
LANDLINE AND PAY TV	*	-	*	-	*	*	-	-	-	-	*	-	*	*	-	**	**
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	**	**
NONE	1498	65	880	121	825	618	327	109	70	180	508	197	491	388	299	**	**
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Mobile phone	2	-	-	**	**	2	-	-	2	1	-	**	2	-
	*%	-%	-%	**	**	*%	-%	-%	*%	*%	-%	**	1%	-%
													be	
Pay TV service	1	-	-	**	**	1	-	*	1	1	-	**	1	-
	*%	-%	-%	**	**	*%	-%	*%	*%	*%	-%	**	1%	-%
													be	
Fixed broadband	1	-	-	**	**	1	-	-	1	-	-	**	1	-
	*%	-%	-%	**	**	*%	-%	-%	*%	-%	-%	**	1%	-%
													abe	
Landline	*	-	-	**	**	*	-	*	-	-	-	**	*	-
	*%	-%	-%	**	**	*%	-%	*%	-%	-%	-%	**	*%	-%
SERVICES FROM THE SAME PROVIDER														
MOBILE PHONE AND PAY TV	1	-	-	**	**	1	-	-	1	1	-	**	1	-
	*%	-%	-%	**	**	*%	-%	-%	*%	*%	-%	**	1%	-%
													be	
MOBILE PHONE AND FIXED BROADBAND	1	-	-	**	**	1	-	-	1	-	-	**	1	-
	*%	-%	-%	**	**	*%	-%	-%	*%	-%	-%	**	1%	-%
													abe	
LANDLINE AND PAY TV	*	-	-	**	**	*	-	*	-	-	-	**	*	-
	*%	-%	-%	**	**	*%	-%	*%	-%	-%	-%	**	*%	-%
NONE	1498	159	276	**	**	688	436	647	851	323	393	**	134	598
	100%	100%	100%	**	**	100%	100%	100%	100%	100%	100%	**	98%	100%
										d	d			d

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Mobile phone	2	-	*	1	1	*	-	*	*	1	1	1	*	1	1	-	1	1
	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%
Pay TV service	1	-	*	1	1	-	-	*	-	1	1	1	-	1	*	-	1	*
	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%
Fixed broadband	1	-	-	*	*	*	-	-	*	*	-	1	*	-	*	-	*	*
	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%
Landline	*	-	-	*	*	-	-	-	-	*	-	*	-	*	-	-	*	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%
SERVICES FROM THE SAME PROVIDER																		
MOBILE PHONE AND PAY TV	1	-	*	1	1	-	-	*	-	1	1	*	-	1	*	-	1	*
	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%
MOBILE PHONE AND FIXED BROADBAND	1	-	-	*	*	*	-	-	*	*	-	1	*	-	*	-	*	*
	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%
LANDLINE AND PAY TV	*	-	-	*	*	-	-	-	-	*	-	*	-	*	-	-	*	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%
NONE	1498	244	579	421	1244	251	117	491	536	468	747	750	387	456	256	398	844	654
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Mobile phone	2	1	*	2	-	-	**
	*%	*%	*%	*%	-%	-%	**
Pay TV service	1	1	-	1	*	-	**
	*%	*%	-%	*%	*%	-%	**
Fixed broadband	1	*	*	1	-	-	**
	*%	*%	*%	*%	-%	-%	**
Landline	*	*	-	-	*	-	**
	*%	*%	-%	-%	*%	-%	**
					a		
SERVICES FROM THE SAME PROVIDER							
MOBILE PHONE AND PAY TV	1	1	-	1	-	-	**
	*%	*%	-%	*%	-%	-%	**
MOBILE PHONE AND FIXED BROADBAND	1	*	*	1	-	-	**
	*%	*%	*%	*%	-%	-%	**
LANDLINE AND PAY TV	*	*	-	-	*	-	**
	*%	*%	-%	-%	*%	-%	**
					a		
NONE	1498	1313	185	1258	128	76	**
	100%	100%	100%	100%	100%	100%	**

Columns Tested: 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.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

		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
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	5	-	5	-	5	4	1	-	-	-	5	1	4	3	2	1
Effective Weighted Sample	5	-	5	-	5	4	1	-	-	-	5	1	4	3	2	1
Total	2	-	2	-	2	2	1	-	-	-	2	*	2	1	1	*
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	5	-	5	1	4	3	2	1	-	-	5	-	5	2	3	-	-
Effective Weighted Sample	5	-	5	1	4	3	2	1	-	-	5	-	5	2	3	-	-
Total	2	-	2	*	2	1	1	*	-	-	2	-	2	1	1	-	-
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																	
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d	~e
Unweighted total	5	-	-	-	-	5	-	1	4	2	-	-	5	-
Effective Weighted Sample	5	-	-	-	-	5	-	1	4	2	-	-	5	-
Total	2	-	-	-	-	2	-	*	2	1	-	-	2	-
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER														
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	5	-	1	3	4	1	-	1	1	3	1	4	1	2	2	-	3	2
Effective Weighted Sample	5	-	1	3	4	1	-	1	1	3	1	4	1	2	2	-	3	2
Total	2	-	*	1	2	*	-	*	*	1	1	2	*	1	1	-	1	1
Mobile phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																		
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	5	4	1	4	1	-	-
Effective Weighted Sample	5	4	1	4	1	-	-
Total	2	2	*	2	*	-	-
Mobile phone	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Fixed broadband	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER							
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Fixed broadband	883	31	818	81	769	550	300	98	61	736	118	752	102	568	285	75
	59%	22%	98%	42%	98%	93%	78%	91%	88%	58%	95%	58%	96%	62%	60%	55%
			a		a	b		b	b		a		a			
Landline	838	-	838	52	786	545	293	97	60	698	108	714	93	537	270	67
	56%	-%	100%	27%	100%	92%	76%	90%	86%	55%	87%	55%	88%	58%	56%	49%
			a		a	bd		b	b		a		a	c		
Pay TV service	510	26	461	36	450	339	148	50	34	439	55	445	49	337	157	46
	34%	18%	55%	19%	57%	57%	38%	47%	49%	34%	44%	34%	46%	37%	33%	34%
			a		a	bc		b	b		a		a			
Mobile phone	124	6	108	14	100	83	32	18	13	-	124	18	106	92	32	20
	8%	5%	13%	7%	13%	14%	8%	16%	18%	-%	100%	1%	100%	10%	7%	15%
			a		a	b		b	b		a		a	b		ab
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	-	393	8	385	282	112	41	24	384	-	384	-	262	122	30
	26%	-%	47%	4%	49%	48%	29%	38%	35%	30%	-%	30%	-%	28%	26%	22%
			a		a	bcd		b		b		b		c		
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	-	324	36	288	176	148	38	23	306	1	306	1	189	118	20
	22%	-%	39%	19%	37%	30%	38%	36%	33%	24%	1%	24%	1%	21%	25%	15%
			a		a		a			b		b		c	ac	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	49	2	48	37	12	8	8	-	49	5	44	38	11	9
	3%	-%	6%	1%	6%	6%	3%	7%	11%	-%	40%	*%	41%	4%	2%	6%
			a		a	b		b	ab		a		a	b		b
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	-	50	4	47	41	9	9	4	-	50	7	43	39	11	7
	3%	-%	6%	2%	6%	7%	2%	9%	6%	-%	40%	1%	41%	4%	2%	5%
			a		a	b		b	b		a		a	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.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
FIXED BROADBAND AND PAY TV	48	25	-	25	-	12	13	2	2	46	-	46	-	29	17	7
	3%	18%	-%	13%	-%	2%	3%	2%	3%	4%	-%	4%	-%	3%	3%	5%
		b		b						b		b				
MOBILE PHONE AND FIXED BROADBAND	16	6	1	6	1	2	5	-	-	-	16	4	12	10	6	3
	1%	4%	*%	3%	*%	*%	1%	-%	-%	-%	13%	*%	12%	1%	1%	2%
		b		b			a				a		a			
LANDLINE AND PAY TV	15	-	15	-	15	7	8	-	-	9	1	9	1	5	5	-
	1%	-%	2%	-%	2%	1%	2%	-%	-%	1%	1%	1%	1%	1%	1%	-%
			a		a											
LANDLINE AND MOBILE PHONE	4	-	4	1	3	2	2	1	1	-	4	1	3	2	2	1
	*%	-%	*%	1%	*%	*%	1%	*%	1%	-%	3%	*%	2%	*%	*%	*%
											a		a			
LANDLINE, MOBILE PHONE AND PAY TV	2	-	2	1	1	-	2	-	-	-	2	1	1	1	1	1
	*%	-%	*%	*%	*%	-%	1%	-%	-%	-%	2%	*%	1%	*%	*%	1%
							a				a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	1	-	1	-	-	1	-	-	-	2	-	2	1	*	-
	*%	1%	-%	*%	-%	-%	*%	-%	-%	-%	1%	-%	2%	*%	*%	-%
		b		b							a		a			
MOBILE PHONE AND PAY TV	1	-	1	-	1	*	1	-	-	-	1	-	1	*	1	*
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1%	-%	1%	*%	*%	*%
											a		a			
NONE	598	109	-	109	-	35	74	9	8	532	-	532	-	345	186	60
	40%	78%	-%	57%	-%	6%	19%	8%	11%	42%	-%	41%	-%	38%	39%	44%
		b		b			acd		a	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.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Fixed broadband	883	-	883	56	827	575	308	98	61	122	494	139	478	357	260	**	**
	59%	-%	100%	46%	100%	93%	94%	90%	87%	68%	97%	70%	97%	92%	86%	**	**
			a		a	d	cd				a		a	b			
Landline	838	4	818	52	770	536	286	90	56	119	461	133	447	334	246	**	**
	56%	6%	93%	43%	93%	87%	87%	82%	80%	66%	90%	67%	91%	86%	82%	**	**
			a		a	d	d				a		a				
Pay TV service	510	2	494	15	481	335	161	47	27	-	510	17	493	304	206	**	**
	34%	3%	56%	13%	58%	54%	49%	42%	39%	-%	100%	9%	100%	78%	69%	**	**
			a		a	bcd	d				a		a	b			
Mobile phone	124	3	118	11	110	87	34	19	10	23	55	25	53	50	28	**	**
	8%	4%	13%	9%	13%	14%	10%	18%	15%	13%	11%	13%	11%	13%	9%	**	**
			a			b		b						b			
SERVICES FROM THE SAME PROVIDER																	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	-	393	8	386	270	124	38	22	-	393	11	382	235	159	**	**
	26%	-%	45%	6%	47%	44%	38%	34%	32%	-%	77%	6%	78%	60%	53%	**	**
			a		a	bcd					a		a	b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	-	324	36	288	191	133	37	26	100	1	100	1	45	56	**	**
	22%	-%	37%	30%	35%	31%	41%	34%	37%	56%	*%	51%	*%	12%	19%	**	**
			a				a			b		b			a		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	49	2	48	33	16	5	3	-	49	2	48	32	17	**	**
	3%	-%	6%	1%	6%	5%	5%	4%	5%	-%	10%	1%	10%	8%	6%	**	**
			a		a						a		a				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	-	50	3	48	40	10	10	5	18	-	18	-	14	5	**	**
	3%	-%	6%	2%	6%	6%	3%	9%	7%	10%	-%	9%	-%	4%	2%	**	**
			a		a	b		b		b		b		b			

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

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
FIXED BROADBAND AND PAY TV	48	-	48	4	44	30	18	4	2	-	48	4	44	27	20	**	**
	3%	-%	5%	3%	5%	5%	6%	3%	3%	-%	9%	2%	9%	7%	7%	**	**
			a								a		a				
MOBILE PHONE AND FIXED BROADBAND	16	-	16	4	12	11	5	5	2	4	1	4	1	2	3	**	**
	1%	-%	2%	3%	1%	2%	1%	4%	3%	2%	*%	2%	*%	1%	1%	**	**
								ab		b		b					
LANDLINE AND PAY TV	15	1	1	2	1	1	1	*	-	-	15	-	15	8	7	**	**
	1%	2%	*%	1%	*%	*%	*%	*%	-%	-%	3%	-%	3%	2%	2%	**	**
		b		b							a		a				
LANDLINE AND MOBILE PHONE	4	2	-	2	-	1	1	-	-	1	-	1	-	-	1	**	**
	*%	3%	-%	2%	-%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	**	**
		b		b													
LANDLINE, MOBILE PHONE AND PAY TV	2	1	-	1	-	1	-	-	-	-	2	1	1	-	2	**	**
	*%	1%	-%	1%	-%	*%	-%	-%	-%	-%	*%	*%	*%	-%	1%	**	**
		b		b											a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	2	-	2	1	1	-	-	-	2	-	2	1	*	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
MOBILE PHONE AND PAY TV	1	-	1	-	1	*	1	-	-	-	1	-	1	*	1	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
NONE	598	61	-	61	-	43	19	11	9	57	-	57	-	24	32	**	**
	40%	94%	-%	51%	-%	7%	6%	10%	13%	32%	-%	29%	-%	6%	11%	**	**
		b		b				b	ab	b		b			a		

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

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Fixed broadband	883	92	122	**	**	617	214	441	442	324	393	**	117	-
	59%	58%	44%	**	**	89%	49%	68%	52%	100%	100%	**	86%	-%
		b				b		b		de	de		e	
Landline	838	88	120	**	**	580	208	406	432	324	393	**	72	-
	56%	56%	43%	**	**	84%	48%	63%	51%	100%	100%	**	53%	-%
		b				b		b		de	de		e	
Pay TV service	510	-	-	**	**	510	-	260	250	1	393	**	67	-
	34%	-%	-%	**	**	74%	-%	40%	29%	*%	100%	**	49%	-%
						b		b			ade		ae	
Mobile phone	124	18	19	**	**	78	37	57	67	1	-	**	75	-
	8%	11%	7%	**	**	11%	8%	9%	8%	*%	-%	**	55%	-%
		b											abe	
SERVICES FROM THE SAME PROVIDER														
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	-	-	**	**	393	-	209	185	-	393	**	-	-
	26%	-%	-%	**	**	57%	-%	32%	22%	-%	100%	**	-%	-%
						b		b			ade			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	74	105	**	**	101	179	148	176	324	-	**	1	-
	22%	47%	38%	**	**	15%	41%	23%	21%	100%	-%	**	1%	-%
		b					a			bde			be	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	-	**	**	49	-	20	29	-	-	**	-	-
	3%	-%	-%	**	**	7%	-%	3%	3%	-%	-%	**	-%	-%
						b								
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	14	13	**	**	18	27	26	24	-	-	**	50	-
	3%	9%	5%	**	**	3%	6%	4%	3%	-%	-%	**	37%	-%
		b					a						abe	

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

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
FIXED BROADBAND AND PAY TV	48	-	-	**	**	48	-	28	20	-	-	**	48	-
	3%	-%	-%	**	**	7%	-%	4%	2%	-%	-%	**	35%	-%
						b		b					abe	
MOBILE PHONE AND FIXED BROADBAND	16	4	4	**	**	5	8	9	7	-	-	**	16	-
	1%	2%	1%	**	**	1%	2%	1%	1%	-%	-%	**	12%	-%
							a						abe	
LANDLINE AND PAY TV	15	-	-	**	**	15	-	2	13	-	-	**	15	-
	1%	-%	-%	**	**	2%	-%	*%	2%	-%	-%	**	11%	-%
						b			a				abe	
LANDLINE AND MOBILE PHONE	4	-	2	**	**	1	2	*	4	-	-	**	4	-
	*%	-%	1%	**	**	*%	*%	*%	*%	-%	-%	**	3%	-%
													abe	
LANDLINE, MOBILE PHONE AND PAY TV	2	-	-	**	**	2	-	1	1	-	-	**	2	-
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	2%	-%
													abe	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	-	**	**	2	-	1	*	-	-	**	2	-
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	1%	-%
													abe	
MOBILE PHONE AND PAY TV	1	-	-	**	**	1	-	-	1	1	-	**	1	-
	*%	-%	-%	**	**	*%	-%	-%	*%	*%	-%	**	1%	-%
													be	
NONE	598	67	152	**	**	57	220	204	394	-	-	**	-	598
	40%	42%	55%	**	**	8%	50%	32%	46%	-%	-%	**	-%	100%
			a				a		a					abd

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

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Fixed broadband	883	61	398	300	760	121	37	216	395	270	434	449	293	278	147	165	571	312
	59%	25%	69%	71%	61%	48%	32%	44%	74%	58%	58%	60%	76%	61%	57%	41%	68%	48%
			adef	adef	aef	af			ac	a			bcd	d	d		b	
Landline	838	55	368	286	709	128	46	193	370	273	412	427	281	257	139	161	538	300
	56%	22%	64%	68%	57%	51%	39%	39%	69%	58%	55%	57%	73%	56%	54%	40%	64%	46%
			adef	adef	aef	af	a		ac	a			bcd	d	d		b	
Pay TV service	510	42	238	171	451	58	19	136	238	135	247	263	173	171	81	86	343	167
	34%	17%	41%	41%	36%	23%	16%	28%	44%	29%	33%	35%	45%	37%	31%	22%	41%	25%
			adef	adef	aef	af			ac				bcd	cd	d		b	
Mobile phone	124	5	47	50	101	22	8	22	55	46	65	60	36	47	15	26	83	41
	8%	2%	8%	12%	8%	9%	7%	4%	10%	10%	9%	8%	9%	10%	6%	6%	10%	6%
			a	abdf	a	a	a		a	a			c	cd			b	
SERVICES FROM THE SAME PROVIDER																		
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	34	198	128	359	34	9	109	192	91	190	203	141	129	63	61	270	124
	26%	14%	34%	30%	29%	13%	8%	22%	36%	19%	25%	27%	36%	28%	25%	15%	32%	19%
		f	adef	aef	aef	f			ac				bcd	d	d		b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	17	131	112	261	63	22	67	128	128	160	164	103	86	62	73	189	135
	22%	7%	23%	27%	21%	25%	19%	14%	24%	27%	21%	22%	27%	19%	24%	18%	22%	21%
			a	adf	a	adf	a		a	a			bd		bd			
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	2	15	23	40	8	2	7	21	20	24	25	13	18	5	13	31	18
	3%	1%	3%	6%	3%	3%	2%	1%	4%	4%	3%	3%	3%	4%	2%	3%	4%	3%
				abdf	a	a			a	a				c				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	2	23	16	41	9	4	8	24	18	26	24	19	18	6	8	37	13
	3%	1%	4%	4%	3%	4%	3%	2%	4%	4%	4%	3%	5%	4%	2%	2%	4%	2%
			a	a	a	a	a		a	a			cd	d			b	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
FIXED BROADBAND AND PAY TV	48	6	23	14	43	4	-	18	20	9	23	24	13	19	8	8	32	16
	3%	2%	4%	3%	3%	2%	-%	4%	4%	2%	3%	3%	3%	4%	3%	2%	4%	2%
		f	ef	f	ef	f		c	c					d			b	
MOBILE PHONE AND FIXED BROADBAND	16	-	9	6	15	1	*	5	8	3	8	8	4	8	2	2	11	5
	1%	-%	2%	1%	1%	*%	*%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
			a	a	a				c									
LANDLINE AND PAY TV	15	-	2	3	5	10	7	-	3	12	6	9	5	3	3	4	8	7
	1%	-%	*%	1%	*%	4%	6%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
						abcd	abcd		a	ab								
LANDLINE AND MOBILE PHONE	4	-	*	2	2	2	2	*	1	3	3	1	-	2	*	2	2	2
	*%	-%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	-%	*%	*%	*%	*%	*%
						bd	abd											
LANDLINE, MOBILE PHONE AND PAY TV	2	-	-	2	2	*	*	-	1	1	2	*	1	*	-	1	1	1
	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	1	-	1	1	*	-	1	1	*	1	1	-	*	1	-	*	1
	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%
MOBILE PHONE AND PAY TV	1	-	*	1	1	-	-	*	-	1	1	*	-	1	*	-	1	*
	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%
NONE	598	183	179	117	478	119	71	275	137	184	304	294	89	174	107	227	264	334
	40%	75%	31%	28%	38%	47%	60%	56%	26%	39%	41%	39%	23%	38%	42%	57%	31%	51%
		bcdef			bc	bcd	bcde	bc		b				a	a	abc		a

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

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Fixed broadband	883	768	115	745	81	41	**
	59%	58%	62%	59%	63%	54%	**
Landline	838	727	111	699	78	43	**
	56%	55%	60%	56%	61%	57%	**
Pay TV service	510	465	46	425	43	31	**
	34%	35%	25%	34%	33%	41%	**
		b					
Mobile phone	124	107	18	105	13	6	**
	8%	8%	10%	8%	10%	7%	**
SERVICES FROM THE SAME PROVIDER							
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	357	36	326	34	24	**
	26%	27%	20%	26%	26%	31%	**
		b					
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	265	59	274	32	12	**
	22%	20%	32%	22%	25%	15%	**
			a		c		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	45	4	42	4	3	**
	3%	3%	2%	3%	3%	4%	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	41	9	44	5	1	**
	3%	3%	5%	4%	4%	1%	**
FIXED BROADBAND AND PAY TV	48	45	3	44	3	1	**
	3%	3%	2%	3%	2%	1%	**

Columns Tested: 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.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
MOBILE PHONE AND FIXED BROADBAND	16	12	4	14	2	1	**
	1%	1%	2%	1%	1%	1%	**
LANDLINE AND PAY TV	15	13	2	10	1	2	**
	1%	1%	1%	1%	1%	3%	**
						a	
LANDLINE AND MOBILE PHONE	4	4	-	2	2	-	**
	*%	*%	-%	*%	1%	-%	**
					a		
LANDLINE, MOBILE PHONE AND PAY TV	2	1	1	1	-	1	**
	*%	*%	*%	*%	-%	2%	**
						ab	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	2	-	2	-	-	**
	*%	*%	-%	*%	-%	-%	**
MOBILE PHONE AND PAY TV	1	1	-	1	-	-	**
	*%	*%	-%	*%	-%	-%	**
NONE	598	529	68	502	46	31	**
	40%	40%	37%	40%	36%	42%	**

Columns Tested: 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.

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

		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
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1662	57	1559	153	1463	1029	587	177	114	1349	235	1383	201	1043	541	143
Effective Weighted Sample	1513	53	1422	142	1333	939	536	161	104	1231	214	1261	184	955	490	130
Total	902	31	838	83	786	558	312	98	61	744	124	763	106	576	293	77
Fixed broadband	883	**	818	81	769	550	300	98	61	736	118	752	102	568	285	75
	98%	**	98%	97%	98%	99%	96%	99%	99%	99%	95%	99%	96%	99%	97%	98%
						b		b		b		b				
Landline	838	**	838	52	786	545	293	97	60	698	108	714	93	537	270	67
	93%	**	100%	62%	100%	98%	94%	98%	97%	94%	87%	94%	88%	93%	92%	88%
					a	b		b		b		b		c		
Pay TV service	510	**	461	36	450	339	148	50	34	439	55	445	49	337	157	46
	57%	**	55%	44%	57%	61%	47%	51%	55%	59%	44%	58%	46%	59%	54%	60%
					a	bc				b		b				
Mobile phone	124	**	108	14	100	83	32	18	13	-	124	18	106	92	32	20
	14%	**	13%	17%	13%	15%	10%	18%	21%	-%	100%	2%	100%	16%	11%	27%
						b		b	b		a		a	b		ab
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	**	393	8	385	282	112	41	24	384	-	384	-	262	122	30
	44%	**	47%	10%	49%	51%	36%	41%	40%	52%	-%	50%	-%	46%	42%	39%
					a	bcd				b		b				
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	**	324	36	288	176	148	38	23	306	1	306	1	189	118	20
	36%	**	39%	44%	37%	32%	48%	39%	37%	41%	1%	40%	1%	33%	40%	27%
							acd			b		b			ac	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	49	2	48	37	12	8	8	-	49	5	44	38	11	9
	5%	**	6%	2%	6%	7%	4%	8%	13%	-%	40%	1%	41%	7%	4%	11%
					a	b		b	ab		a		a	b		ab
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	**	50	4	47	41	9	9	4	-	50	7	43	39	11	7
	6%	**	6%	4%	6%	7%	3%	10%	7%	-%	40%	1%	41%	7%	4%	10%
						b		b	b		a		a	b		b

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		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
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1662	57	1559	153	1463	1029	587	177	114	1349	235	1383	201	1043	541	143
Effective Weighted Sample	1513	53	1422	142	1333	939	536	161	104	1231	214	1261	184	955	490	130
Total	902	31	838	83	786	558	312	98	61	744	124	763	106	576	293	77
FIXED BROADBAND AND PAY TV	48 5%	** **	- -%	25 30% b	- -%	12 2%	13 4% a	2 2%	2 3%	46 6% b	- -%	46 6% b	- -%	29 5%	17 6%	7 9%
MOBILE PHONE AND FIXED BROADBAND	16 2%	** **	1 *%	6 7% b	1 *%	2 *%	5 2% a	- -%	- -%	- -%	16 13% a	4 *%	12 12% a	10 2%	6 2%	3 3%
LANDLINE AND PAY TV	15 2%	** **	15 2%	- -%	15 2%	7 1%	8 2% c	- -%	- -%	9 1%	1 1%	9 1%	1 1%	5 1%	5 2%	- -%
LANDLINE AND MOBILE PHONE	4 *%	** **	4 *%	1 2% b	3 *%	2 *%	2 1%	1 1%	1 1%	- -%	4 3% a	1 *%	3 2% a	2 *%	2 1%	1 1%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	** **	2 *%	1 1%	1 *%	- -%	2 1% a	- -%	- -%	- -%	2 2% a	1 *%	1 1% a	1 *%	1 *%	1 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2 *%	** **	- -%	1 1% b	- -%	- -%	1 *%	- -%	- -%	- -%	2 1% a	- -%	2 2% a	1 *%	* *%	- -%
MOBILE PHONE AND PAY TV	1 *%	** **	1 *%	- -%	1 *%	* *%	1 *%	- -%	- -%	- -%	1 1% a	- -%	1 1% a	* *%	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.

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1662	9	1625	111	1523	1048	586	176	113	220	873	247	846	627	466	85	51
Effective Weighted Sample	1513	8	1479	101	1386	954	533	159	103	205	816	230	790	587	434	79	47
Total	902	4	883	60	827	577	309	98	61	123	510	140	493	365	268	50	29
Fixed broadband	883	**	883	56	827	575	308	98	61	122	494	139	478	357	260	**	**
	98%	**	100%	94%	100%	100%	99%	100%	100%	100%	97%	99%	97%	98%	97%	**	**
					a					b							
Landline	838	**	818	52	770	536	286	90	56	119	461	133	447	334	246	**	**
	93%	**	93%	88%	93%	93%	92%	91%	92%	97%	90%	95%	91%	92%	92%	**	**
					a					b		b					
Pay TV service	510	**	494	15	481	335	161	47	27	-	510	17	493	304	206	**	**
	57%	**	56%	26%	58%	58%	52%	47%	45%	-%	100%	12%	100%	83%	77%	**	**
					a	bcd					a		a	b			
Mobile phone	124	**	118	11	110	87	34	19	10	23	55	25	53	50	28	**	**
	14%	**	13%	18%	13%	15%	11%	20%	17%	18%	11%	18%	11%	14%	10%	**	**
						b		b		b		b					
SERVICES FROM THE SAME PROVIDER																	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	**	393	8	386	270	124	38	22	-	393	11	382	235	159	**	**
	44%	**	45%	13%	47%	47%	40%	38%	37%	-%	77%	8%	78%	64%	59%	**	**
					a	bcd					a		a				
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	**	324	36	288	191	133	37	26	100	1	100	1	45	56	**	**
	36%	**	37%	61%	35%	33%	43%	38%	43%	82%	*%	72%	*%	12%	21%	**	**
				b			a		a	b		b			a		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	49	2	48	33	16	5	3	-	49	2	48	32	17	**	**
	5%	**	6%	3%	6%	6%	5%	5%	5%	-%	10%	1%	10%	9%	6%	**	**
											a		a				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	**	50	3	48	40	10	10	5	18	-	18	-	14	5	**	**
	6%	**	6%	5%	6%	7%	3%	10%	8%	15%	-%	13%	-%	4%	2%	**	**
						b		b	b	b		b		b			

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1662	9	1625	111	1523	1048	586	176	113	220	873	247	846	627	466	85	51
Effective Weighted Sample	1513	8	1479	101	1386	954	533	159	103	205	816	230	790	587	434	79	47
Total	902	4	883	60	827	577	309	98	61	123	510	140	493	365	268	50	29
FIXED BROADBAND AND PAY TV	48	**	48	4	44	30	18	4	2	-	48	4	44	27	20	**	**
	5%	**	5%	6%	5%	5%	6%	4%	4%	-%	9% a	3%	9% a	8%	8%	**	**
MOBILE PHONE AND FIXED BROADBAND	16	**	16	4	12	11	5	5	2	4	1	4	1	2	3	**	**
	2%	**	2%	6% b	1%	2%	1%	5% ab	4%	3% b	*%	3% b	*%	1%	1%	**	**
LANDLINE AND PAY TV	15	**	1	2	1	1	1	*	-	-	15	-	15	8	7	**	**
	2%	**	*%	3% b	*%	*%	*%	*%	-%	-%	3% a	-%	3% a	2%	3%	**	**
LANDLINE AND MOBILE PHONE	4	**	-	2	-	1	1	-	-	1	-	1	-	-	1	**	**
	*%	**	-%	3% b	-%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	**	**
LANDLINE, MOBILE PHONE AND PAY TV	2	**	-	1	-	1	-	-	-	-	2	1	1	-	2	**	**
	*%	**	-%	1% b	-%	*%	-%	-%	-%	-%	*%	1%	*%	-%	1% a	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	2	-	2	1	1	-	-	-	2	-	2	1	*	**	**
	*%	**	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
MOBILE PHONE AND PAY TV	1	**	1	-	1	*	1	-	-	-	1	-	1	*	1	**	**
	*%	**	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**

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

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1662	166	235	24	16	1094	401	742	920	660	670	93	241	-
Effective Weighted Sample	1513	153	217	22	14	1022	370	686	838	588	628	87	217	-
Total	902	92	124	14	9	633	216	443	459	324	393	49	136	-
Fixed broadband	883	92	122	**	**	617	214	441	442	324	393	**	117	**
	98%	100%	99%	**	**	97%	99%	99%	96%	100%	100%	**	86%	**
							a	b		d	d			
Landline	838	88	120	**	**	580	208	406	432	324	393	**	72	**
	93%	96%	97%	**	**	92%	96%	92%	94%	100%	100%	**	53%	**
							a		a	d	d			
Pay TV service	510	-	-	**	**	510	-	260	250	1	393	**	67	**
	57%	-%	-%	**	**	81%	-%	59%	54%	*%	100%	**	49%	**
						b					ad		a	
Mobile phone	124	18	19	**	**	78	37	57	67	1	-	**	75	**
	14%	19%	15%	**	**	12%	17%	13%	15%	*%	-%	**	55%	**
							a						ab	
SERVICES FROM THE SAME PROVIDER														
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	-	-	**	**	393	-	209	185	-	393	**	-	**
	44%	-%	-%	**	**	62%	-%	47%	40%	-%	100%	**	-%	**
						b		b			ad			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	74	105	**	**	101	179	148	176	324	-	**	1	**
	36%	81%	85%	**	**	16%	83%	33%	38%	100%	-%	**	1%	**
							a		a	bd			b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	-	**	**	49	-	20	29	-	-	**	-	**
	5%	-%	-%	**	**	8%	-%	4%	6%	-%	-%	**	-%	**
						b								
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	14	13	**	**	18	27	26	24	-	-	**	50	**
	6%	15%	11%	**	**	3%	13%	6%	5%	-%	-%	**	37%	**
							a						ab	

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

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1662	166	235	24	16	1094	401	742	920	660	670	93	241	-
Effective Weighted Sample	1513	153	217	22	14	1022	370	686	838	588	628	87	217	-
Total	902	92	124	14	9	633	216	443	459	324	393	49	136	-
FIXED BROADBAND AND PAY TV	48	-	-	**	**	48	-	28	20	-	-	**	48	**
	5%	-%	-%	**	**	8%	-%	6%	4%	-%	-%	**	35%	**
						b							ab	
MOBILE PHONE AND FIXED BROADBAND	16	4	4	**	**	5	8	9	7	-	-	**	16	**
	2%	4%	3%	**	**	1%	4%	2%	2%	-%	-%	**	12%	**
							a						ab	
LANDLINE AND PAY TV	15	-	-	**	**	15	-	2	13	-	-	**	15	**
	2%	-%	-%	**	**	2%	-%	*%	3%	-%	-%	**	11%	**
						b			a				ab	
LANDLINE AND MOBILE PHONE	4	-	2	**	**	1	2	*	4	-	-	**	4	**
	*%	-%	1%	**	**	*%	1%	*%	1%	-%	-%	**	3%	**
							a		a				ab	
LANDLINE, MOBILE PHONE AND PAY TV	2	-	-	**	**	2	-	1	1	-	-	**	2	**
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	2%	**
													ab	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	-	**	**	2	-	1	*	-	-	**	2	**
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	1%	**
													ab	
MOBILE PHONE AND PAY TV	1	-	-	**	**	1	-	-	1	1	-	**	1	**
	*%	-%	-%	**	**	*%	-%	-%	*%	*%	-%	**	1%	**
													b	

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

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1662	95	612	610	1317	341	115	338	678	642	781	881	458	532	351	321	990	672
Effective Weighted Sample	1513	90	573	576	1218	332	111	316	625	605	707	811	427	490	333	296	909	619
Total	902	61	400	306	767	133	46	216	399	285	444	458	298	283	150	171	581	321
Fixed broadband	883	**	398	300	760	121	37	216	395	270	434	449	293	278	147	165	571	312
	98%	**	99%	98%	99%	91%	81%	100%	99%	95%	98%	98%	98%	98%	98%	96%	98%	97%
			cef	ef	ef	f		c	c									
Landline	838	**	368	286	709	128	46	193	370	273	412	427	281	257	139	161	538	300
	93%	**	92%	93%	92%	96%	99%	89%	93%	96%	93%	93%	94%	91%	93%	94%	93%	93%
						bd	bcd		a	ab			b					
Pay TV service	510	**	238	171	451	58	19	136	238	135	247	263	173	171	81	86	343	167
	57%	**	59%	56%	59%	43%	40%	63%	60%	47%	56%	57%	58%	60%	54%	50%	59%	52%
			ef	ef	ef			c	c				d	d			b	
Mobile phone	124	**	47	50	101	22	8	22	55	46	65	60	36	47	15	26	83	41
	14%	**	12%	16%	13%	16%	18%	10%	14%	16%	15%	13%	12%	17%	10%	15%	14%	13%
				b		b				a				ac				
SERVICES FROM THE SAME PROVIDER																		
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	**	198	128	359	34	9	109	192	91	190	203	141	129	63	61	270	124
	44%	**	49%	42%	47%	25%	20%	51%	48%	32%	43%	44%	47%	45%	42%	35%	46%	39%
			cef	ef	cef			c	c				d	d			b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	**	131	112	261	63	22	67	128	128	160	164	103	86	62	73	189	135
	36%	**	33%	37%	34%	48%	48%	31%	32%	45%	36%	36%	35%	30%	41%	43%	33%	42%
						bcd	bcd			ab					b	ab		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	15	23	40	8	2	7	21	20	24	25	13	18	5	13	31	18
	5%	**	4%	8%	5%	6%	5%	3%	5%	7%	5%	5%	4%	7%	3%	8%	5%	6%
				bd						a				c		ac		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	**	23	16	41	9	4	8	24	18	26	24	19	18	6	8	37	13
	6%	**	6%	5%	5%	7%	8%	4%	6%	6%	6%	5%	6%	6%	4%	4%	6%	4%
																	b	

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

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1662	95	612	610	1317	341	115	338	678	642	781	881	458	532	351	321	990	672
Effective Weighted Sample	1513	90	573	576	1218	332	111	316	625	605	707	811	427	490	333	296	909	619
Total	902	61	400	306	767	133	46	216	399	285	444	458	298	283	150	171	581	321
FIXED BROADBAND AND PAY TV	48	**	23	14	43	4	-	18	20	9	23	24	13	19	8	8	32	16
	5%	**	6%	5%	6%	3%	-%	8%	5%	3%	5%	5%	5%	7%	5%	4%	6%	5%
			f	f	f			bc										
MOBILE PHONE AND FIXED BROADBAND	16	**	9	6	15	1	*	5	8	3	8	8	4	8	2	2	11	5
	2%	**	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	3%	2%	1%	2%	1%
LANDLINE AND PAY TV	15	**	2	3	5	10	7	-	3	12	6	9	5	3	3	4	8	7
	2%	**	*%	1%	1%	8%	15%	-%	1%	4%	1%	2%	2%	1%	2%	2%	1%	2%
						bcd	bcde			ab								
LANDLINE AND MOBILE PHONE	4	**	*	2	2	2	2	*	1	3	3	1	-	2	*	2	2	2
	*%	**	*%	1%	*%	1%	3%	*%	*%	1%	1%	*%	-%	1%	*%	1%	*%	1%
						bd	bcd									a		
LANDLINE, MOBILE PHONE AND PAY TV	2	**	-	2	2	*	*	-	1	1	2	*	1	*	-	1	1	1
	*%	**	-%	1%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
							b											
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	-	1	1	*	-	1	1	*	1	1	-	*	1	-	*	1
	*%	**	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	1%	-%	*%	*%
MOBILE PHONE AND PAY TV	1	**	*	1	1	-	-	*	-	1	1	*	-	1	*	-	1	*
	*%	**	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%

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

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1662	1429	233	1381	161	84	36
Effective Weighted Sample	1513	1303	212	1260	145	77	32
Total	902	785	117	757	83	44	17
Fixed broadband	883	768	115	745	81	**	**
	98%	98%	98%	98%	97%	**	**
Landline	838	727	111	699	78	**	**
	93%	93%	95%	92%	94%	**	**
Pay TV service	510	465	46	425	43	**	**
	57%	59%	39%	56%	51%	**	**
		b					
Mobile phone	124	107	18	105	13	**	**
	14%	14%	15%	14%	16%	**	**
SERVICES FROM THE SAME PROVIDER							
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	393	357	36	326	34	**	**
	44%	45%	31%	43%	41%	**	**
		b					
DUAL PLAY - LANDLINE AND FIXED BROADBAND	324	265	59	274	32	**	**
	36%	34%	50%	36%	39%	**	**
			a				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	45	4	42	4	**	**
	5%	6%	3%	6%	5%	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	50	41	9	44	5	**	**
	6%	5%	8%	6%	6%	**	**
FIXED BROADBAND AND PAY TV	48	45	3	44	3	**	**
	5%	6%	2%	6%	4%	**	**
		b					

Columns Tested: 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.

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1662	1429	233	1381	161	84	36
Effective Weighted Sample	1513	1303	212	1260	145	77	32
Total	902	785	117	757	83	44	17
MOBILE PHONE AND FIXED BROADBAND	16	12	4	14	2	**	**
	2%	2%	3%	2%	2%	**	**
LANDLINE AND PAY TV	15	13	2	10	1	**	**
	2%	2%	1%	1%	1%	**	**
LANDLINE AND MOBILE PHONE	4	4	-	2	2	**	**
	*%	1%	-%	*%	2%	**	**
					a		
LANDLINE, MOBILE PHONE AND PAY TV	2	1	1	1	-	**	**
	*%	*%	1%	*%	-%	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	2	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**
MOBILE PHONE AND PAY TV	1	1	-	1	-	**	**
	*%	*%	-%	*%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Landline	140	140	-	140	-	47	93	10	10	89	6	89	6	49	46	7
	9%	100%	-%	73%	-%	8%	24%	10%	14%	7%	5%	7%	6%	5%	10%	5%
		b		b			acd		a						ac	
Mobile phone	1276	89	698	129	658	483	304	84	51	1276	-	1276	-	829	447	117
	85%	63%	83%	67%	84%	82%	79%	79%	74%	100%	-%	99%	-%	90%	93%	85%
			a		a	d				b		b		c	ac	
Fixed broadband	65	26	4	27	3	16	14	4	4	59	3	60	2	40	21	7
	4%	18%	*%	14%	*%	3%	4%	4%	5%	5%	2%	5%	2%	4%	4%	5%
		b		b								b				
Pay TV service	180	19	119	37	101	77	62	17	8	141	23	143	21	105	59	10
	12%	14%	14%	19%	13%	13%	16%	16%	12%	11%	18%	11%	20%	11%	12%	7%
				b							a		a		c	
Free TV service	435	77	208	95	190	138	147	30	20	344	37	353	28	222	159	26
	29%	55%	25%	50%	24%	23%	38%	28%	29%	27%	30%	27%	27%	24%	33%	19%
		b		b			acd								ac	
NONE	81	-	78	4	74	54	23	11	11	-	62	7	55	47	15	11
	5%	-%	9%	2%	9%	9%	6%	10%	15%	-%	50%	1%	52%	5%	3%	8%
			a		a	b			ab		a		a	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.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Landline	140	26	31	29	28	38	19	6	6	19	26	22	23	24	21	**	**
	9%	39%	4%	24%	3%	6%	6%	5%	8%	11%	5%	11%	5%	6%	7%	**	**
		b		b						b		b					
Mobile phone	1276	59	736	101	693	516	278	88	57	141	439	155	425	323	256	**	**
	85%	90%	83%	84%	84%	83%	85%	80%	81%	79%	86%	79%	86%	83%	85%	**	**
											a		a				
Fixed broadband	65	65	-	65	-	45	20	11	9	13	2	14	1	7	8	**	**
	4%	100%	-%	54%	-%	7%	6%	10%	13%	7%	*%	7%	*%	2%	3%	**	**
		b		b				b	ab	b		b					
Pay TV service	180	13	122	31	104	86	49	18	13	180	-	180	-	85	95	**	**
	12%	21%	14%	26%	13%	14%	15%	16%	18%	100%	-%	91%	-%	22%	31%	**	**
		b		b						b		b			a		
Free TV service	435	32	214	52	194	151	96	35	23	-	-	-	-	-	-	**	**
	29%	49%	24%	43%	23%	24%	29%	32%	33%	-%	-%	-%	-%	-%	-%	**	**
		b		b			a	a	a								
NONE	81	-	73	4	69	47	25	7	5	-	68	2	66	41	27	**	**
	5%	-%	8%	3%	8%	8%	8%	7%	8%	-%	13%	1%	13%	11%	9%	**	**
			a		a						a		a				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Landline	140	20	57	**	**	45	77	33	107	-	-	**	31	109
	9%	12%	21%	**	**	7%	18%	5%	13%	-%	-%	**	23%	18%
			a				a		a				ab	ab
Mobile phone	1276	124	220	**	**	580	345	576	700	306	384	**	54	532
	85%	78%	80%	**	**	84%	79%	89%	82%	94%	98%	**	40%	89%
						b		b		de	ade			d
Fixed broadband	65	14	18	**	**	15	32	30	35	-	-	**	4	61
	4%	9%	7%	**	**	2%	7%	5%	4%	-%	-%	**	3%	10%
							a						ab	abd
Pay TV service	180	-	-	**	**	180	-	90	90	100	-	**	23	57
	12%	-%	-%	**	**	26%	-%	14%	11%	31%	-%	**	17%	10%
						b		b		bde			be	b
Free TV service	435	159	276	**	**	-	435	120	315	179	-	**	37	219
	29%	100%	100%	**	**	-%	100%	18%	37%	55%	-%	**	27%	37%
							a		a	bde			b	bd
NONE	81	-	-	**	**	68	-	28	52	6	9	**	18	-
	5%	-%	-%	**	**	10%	-%	4%	6%	2%	2%	**	13%	-%
						b				e	e		abe	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Landline	140	2	24	34	60	80	50	9	30	101	69	72	25	43	21	52	67	73
	9%	1%	4%	8%	5%	32%	43%	2%	6%	21%	9%	10%	6%	9%	8%	13%	8%	11%
			a	abd	a	abcd	abcde		a	ab				a		abc		a
Mobile phone	1276	236	524	346	1105	170	67	465	462	348	630	645	335	387	224	330	722	554
	85%	97%	90%	82%	89%	67%	58%	95%	86%	74%	84%	86%	86%	85%	87%	83%	85%	85%
		bcdef	cef	ef	cef	f		bc	c						d			
Fixed broadband	65	11	26	18	55	10	4	20	26	19	35	30	15	22	14	13	38	28
	4%	5%	4%	4%	4%	4%	4%	4%	5%	4%	5%	4%	4%	5%	6%	3%	4%	4%
Pay TV service	180	11	71	66	149	31	15	37	73	69	89	91	55	56	31	38	111	69
	12%	5%	12%	16%	12%	12%	13%	8%	14%	15%	12%	12%	14%	12%	12%	10%	13%	10%
			a	ad	a	a	a		a	a			d				b	
Free TV service	435	20	151	125	296	138	70	84	136	214	218	217	93	96	77	169	189	246
	29%	8%	26%	30%	24%	55%	60%	17%	25%	46%	29%	29%	24%	21%	30%	42%	22%	38%
			a	ad	a	abcd	abcd		a	ab					ab	abc		a
NONE	81	4	21	36	60	19	9	12	29	38	39	41	19	28	12	22	47	33
	5%	1%	4%	9%	5%	8%	8%	2%	5%	8%	5%	5%	5%	6%	5%	5%	6%	5%
				abd	a	abd	abd		a	ab								

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Landline	140	118	22	121	10	3	**
	9%	9%	12%	10%	8%	4%	**
				c			
Mobile phone	1276	1125	151	1075	104	64	**
	85%	86%	81%	85%	80%	85%	**
		b		b			
Fixed broadband	65	55	10	55	5	2	**
	4%	4%	6%	4%	4%	2%	**
Pay TV service	180	146	34	154	13	9	**
	12%	11%	18%	12%	10%	12%	**
			a				
Free TV service	435	380	55	362	45	18	**
	29%	29%	30%	29%	35%	24%	**
					ac		
NONE	81	71	9	65	8	6	**
	5%	5%	5%	5%	6%	9%	**

Columns Tested: 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.

Q8A. SHOWCARD You said that you receive (SERVICES IN BUNDLE 1) from (BUNDLE 1 PROVIDER). 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

		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
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1662	57	1559	153	1463	1029	587	177	114	1349	235	1383	201	1043	541	143
Effective Weighted Sample	1513	53	1422	142	1333	939	536	161	104	1231	214	1261	184	955	490	130
Total	902	31	838	83	786	558	312	98	61	744	124	763	106	576	293	77
As a package of services	832	**	775	28	775	523	280	90	57	697	105	698	105	536	267	70
	92%	**	92%	33%	99%	94%	90%	92%	93%	94%	85%	91%	99%	93%	91%	91%
					a	b				b			a			
As individual services	57	**	50	54	-	26	28	7	4	43	10	53	-	32	21	7
	6%	**	6%	65%	-%	5%	9%	8%	7%	6%	8%	7%	-%	6%	7%	9%
				b			a					b				
Some but not all as a package of services	13	**	13	1	12	9	4	1	-	4	9	12	1	8	5	-
	1%	**	2%	2%	1%	2%	1%	1%	-%	1%	7%	2%	1%	1%	2%	-%
											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.

Q8A. SHOWCARD You said that you receive (SERVICES IN BUNDLE 1) from (BUNDLE 1 PROVIDER). 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1662	9	1625	111	1523	1048	586	176	113	220	873	247	846	627	466	85	51
Effective Weighted Sample	1513	8	1479	101	1386	954	533	159	103	205	816	230	790	587	434	79	47
Total	902	4	883	60	827	577	309	98	61	123	510	140	493	365	268	50	29
As a package of services	832	**	814	3	814	536	281	90	57	104	489	104	489	348	244	**	**
	92%	**	92%	5%	98%	93%	91%	92%	94%	84%	96%	74%	99%	95%	91%	**	**
					a						a		a	b			
As individual services	57	**	55	56	-	32	24	7	4	18	14	32	-	12	20	**	**
	6%	**	6%	95%	-%	6%	8%	7%	6%	14%	3%	23%	-%	3%	7%	**	**
				b						b		b			a		
Some but not all as a package of services	13	**	13	-	13	9	4	1	-	1	8	5	4	5	4	**	**
	1%	**	1%	-%	2%	1%	1%	1%	-%	1%	2%	3%	1%	1%	1%	**	**
												b					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 32

Any break column with 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. SHOWCARD You said that you receive (SERVICES IN BUNDLE 1) from (BUNDLE 1 PROVIDER). 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1662	166	235	24	16	1094	401	742	920	660	670	93	241	-
Effective Weighted Sample	1513	153	217	22	14	1022	370	686	838	588	628	87	217	-
Total	902	92	124	14	9	633	216	443	459	324	393	49	136	-
As a package of services	832	84	108	**	**	593	191	412	420	288	382	**	119	**
	92%	91%	87%	**	**	94%	89%	93%	92%	89%	97%	**	87%	**
						b					ad			
As individual services	57	8	13	**	**	32	21	26	31	36	8	**	12	**
	6%	9%	11%	**	**	5%	10%	6%	7%	11%	2%	**	9%	**
							a			b			b	
Some but not all as a package of services	13	1	3	**	**	9	4	5	8	-	4	**	5	**
	1%	1%	2%	**	**	1%	2%	1%	2%	-%	1%	**	4%	**
											a		ab	

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

Q8A. SHOWCARD You said that you receive (SERVICES IN BUNDLE 1) from (BUNDLE 1 PROVIDER). 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1662	95	612	610	1317	341	115	338	678	642	781	881	458	532	351	321	990	672
Effective Weighted Sample	1513	90	573	576	1218	332	111	316	625	605	707	811	427	490	333	296	909	619
Total	902	61	400	306	767	133	46	216	399	285	444	458	298	283	150	171	581	321
As a package of services	832	**	369	284	709	121	41	203	368	259	409	423	271	265	139	157	536	296
	92%	**	92%	93%	92%	91%	88%	94%	92%	91%	92%	92%	91%	94%	92%	92%	92%	92%
As individual services	57	**	26	19	47	11	5	10	26	21	31	26	22	15	9	11	37	20
	6%	**	6%	6%	6%	8%	11%	5%	7%	7%	7%	6%	7%	5%	6%	7%	6%	6%
							cd											
Some but not all as a package of services	13	**	6	3	11	2	*	4	5	4	4	9	5	2	3	3	8	5
	1%	**	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%

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

Q8A. SHOWCARD You said that you receive (SERVICES IN BUNDLE 1) from (BUNDLE 1 PROVIDER). 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1662	1429	233	1381	161	84	36
Effective Weighted Sample	1513	1303	212	1260	145	77	32
Total	902	785	117	757	83	44	17
As a package of services	832	726	106	698	75	**	**
	92%	92%	90%	92%	90%	**	**
As individual services	57	47	11	48	8	**	**
	6%	6%	9%	6%	9%	**	**
Some but not all as a package of services	13	12	*	11	1	**	**
	1%	2%	*%	1%	1%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		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
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	23	-	23	2	21	16	7	1	-	7	16	22	1	13	10	-
Effective Weighted Sample	21	-	21	2	19	15	6	1	-	7	14	20	1	12	9	-
Total	13	-	13	1	12	9	4	1	-	4	9	12	1	8	5	-
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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.

Q8B. SHOWCARD 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	23	-	23	-	23	15	8	1	-	2	14	8	8	9	7	1	1
Effective Weighted Sample	21	-	21	-	21	14	7	1	-	2	13	7	7	8	7	1	1
Total	13	-	13	-	13	9	4	1	-	1	8	5	4	5	4	1	1
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q8B. SHOWCARD 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d	~e
Unweighted total	23	1	5	-	-	16	6	8	15	-	7	7	9	-
Effective Weighted Sample	21	1	5	-	-	15	6	8	14	-	7	6	8	-
Total	13	1	3	-	-	9	4	5	8	-	4	4	5	-
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (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	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q8B. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	23	4	8	6	18	5	1	6	7	10	7	16	8	4	6	5	12	11
Effective Weighted Sample	21	4	8	6	17	5	1	6	7	9	6	15	7	4	6	5	11	11
Total	13	2	6	3	11	2	*	4	5	4	4	9	5	2	3	3	8	5
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q8B. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	23	22	1	19	1	3	-
Effective Weighted Sample	21	20	1	17	1	3	-
Total	13	12	*	11	1	1	-
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Landline phone (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	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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.

Q8C. SHOWCARD You said that you receive (SERVICES IN BUNDLE 2) from (BUNDLE 2 PROVIDER). 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

		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
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	5	-	5	-	5	4	1	-	-	-	5	1	4	3	2	1
Effective Weighted Sample	5	-	5	-	5	4	1	-	-	-	5	1	4	3	2	1
Total	2	-	2	-	2	2	1	-	-	-	2	*	2	1	1	*
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. SHOWCARD You said that you receive (SERVICES IN BUNDLE 2) from (BUNDLE 2 PROVIDER). 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	5	-	5	1	4	3	2	1	-	-	5	-	5	2	3	-	-
Effective Weighted Sample	5	-	5	1	4	3	2	1	-	-	5	-	5	2	3	-	-
Total	2	-	2	*	2	1	1	*	-	-	2	-	2	1	1	-	-
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,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.

Q8C. SHOWCARD You said that you receive (SERVICES IN BUNDLE 2) from (BUNDLE 2 PROVIDER). 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d	~e
Unweighted total	5	-	-	-	-	5	-	1	4	2	-	-	5	-
Effective Weighted Sample	5	-	-	-	-	5	-	1	4	2	-	-	5	-
Total	2	-	-	-	-	2	-	*	2	1	-	-	2	-
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q8C. SHOWCARD You said that you receive (SERVICES IN BUNDLE 2) from (BUNDLE 2 PROVIDER). 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	5	-	1	3	4	1	-	1	1	3	1	4	1	2	2	-	3	2
Effective Weighted Sample	5	-	1	3	4	1	-	1	1	3	1	4	1	2	2	-	3	2
Total	2	-	*	1	2	*	-	*	*	1	1	2	*	1	1	-	1	1
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q8C. SHOWCARD You said that you receive (SERVICES IN BUNDLE 2) from (BUNDLE 2 PROVIDER). 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	5	4	1	4	1	-	-
Effective Weighted Sample	5	4	1	4	1	-	-
Total	2	2	*	2	*	-	-
As a package of services	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

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

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1557	51	1465	53	1463	986	530	165	107	1271	217	1287	201	986	502	131
Effective Weighted Sample	1417	48	1335	50	1333	899	484	150	98	1159	198	1173	184	902	455	119
Total	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
Landline service	786	**	786	**	786	520	265	91	57	658	100	667	91	508	250	62
	93%	**	100%	**	100%	98%	94%	100%	99%	94%	87%	94%	86%	93%	92%	89%
						b		b	b	b		b				
Mobile phone service	104	**	91	**	91	70	27	15	12	-	104	-	104	79	25	16
	12%	**	12%	**	12%	13%	9%	17%	20%	-%	91%	-%	99%	15%	9%	23%
						b		b	ab		a		a	b		ab
Fixed broadband service	826	**	769	**	768	524	273	91	57	693	110	701	102	537	265	70
	98%	**	98%	**	98%	98%	96%	100%	100%	99%	96%	99%	96%	99%	97%	100%
						b		b	b	b		b		b		
Pay TV service	491	**	446	**	445	329	140	48	32	425	51	429	47	327	149	43
	58%	**	57%	**	57%	62%	49%	53%	56%	61%	45%	60%	45%	60%	55%	62%
						bc				b		b				
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	**	386	**	386	279	106	40	24	373	4	377	-	260	117	29
	46%	**	49%	**	49%	52%	38%	44%	41%	53%	3%	53%	-%	48%	43%	41%
						bcd				b		b				
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	**	296	**	296	166	130	36	22	276	5	281	1	173	109	19
	35%	**	38%	**	38%	31%	46%	39%	38%	39%	5%	40%	1%	32%	40%	27%
							a	a		b		b			ac	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	**	44	**	44	33	11	8	8	-	44	-	44	34	10	8
	5%	**	6%	**	6%	6%	4%	9%	14%	-%	38%	-%	41%	6%	4%	12%
								b	ab		a		a	b		ab
FIXED BROADBAND AND PAY TV	45	**	1	**	-	10	13	*	*	43	-	43	-	27	16	6
	5%	**	*%	**	-%	2%	4%	*%	1%	6%	-%	6%	-%	5%	6%	9%
							ac			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. 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

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1557	51	1465	53	1463	986	530	165	107	1271	217	1287	201	986	502	131
Effective Weighted Sample	1417	48	1335	50	1333	899	484	150	98	1159	198	1173	184	902	455	119
Total	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42 5% b	** **	42 5%	** **	42 5%	34 6%	8 3%	7 8% b	4 7% b	- -%	42 37% a	- -%	42 40% a	35 6% b	7 3%	6 9% b
LANDLINE AND PAY TV	14 2%	** **	14 2%	** **	14 2%	7 1%	8 3% c	- -%	- -%	9 1%	1 1%	9 1%	* *%	5 1%	5 2%	- -%
MOBILE PHONE AND FIXED BROADBAND	13 2%	** **	1 *%	** **	* *%	2 *%	4 1% a	- -%	- -%	- -%	13 11% a	- -%	13 12% a	8 1%	5 2%	2 2%
LANDLINE AND MOBILE PHONE	3 *%	** **	3 *%	** **	3 *%	1 *%	1 *%	- -%	- -%	- -%	3 2% a	- -%	3 2% a	2 *%	1 *%	- -%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2 *%	** **	- -%	** **	- -%	- -%	1 *%	- -%	- -%	- -%	2 1% a	- -%	2 2% a	1 *%	* *%	- -%
LANDLINE, MOBILE PHONE AND PAY TV	1 *%	** **	1 *%	** **	1 *%	- -%	1 *% a	- -%	- -%	- -%	1 1% a	- -%	1 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	7	1524	8	1523	993	538	165	106	187	852	193	846	607	432	80	47
Effective Weighted Sample	1417	7	1387	8	1386	905	489	149	96	174	796	180	790	568	402	75	44
Total	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	48	27
Landline service	786	**	768	**	768	506	265	86	53	101	450	105	446	322	229	**	**
	93%	**	93%	**	93%	93%	93%	94%	94%	96%	91%	96%	91%	91%	92%	**	**
										b		b					
Mobile phone service	104	**	101	**	101	74	28	14	9	21	47	21	47	46	22	**	**
	12%	**	12%	**	12%	14%	10%	15%	16%	20%	10%	19%	10%	13%	9%	**	**
						b		b		b		b		b			
Fixed broadband service	826	**	826	**	826	543	283	91	57	104	480	108	477	345	240	**	**
	98%	**	100%	**	100%	100%	99%	100%	100%	99%	97%	100%	97%	98%	96%	**	**
										b		b					
Pay TV service	491	**	476	**	476	326	151	47	27	-	491	-	491	297	195	**	**
	58%	**	58%	**	58%	60%	53%	51%	48%	-%	99%	-%	100%	84%	78%	**	**
						bcd					a		a	b			
SERVICES CONSIDER TO BE A PACKAGE																	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	**	386	**	386	266	120	38	22	-	386	-	386	231	155	**	**
	46%	**	47%	**	47%	49%	42%	41%	39%	-%	78%	-%	78%	65%	62%	**	**
						b					a		a				
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	**	296	**	296	176	120	35	24	84	4	88	1	41	48	**	**
	35%	**	36%	**	36%	32%	42%	39%	42%	80%	1%	81%	*%	12%	19%	**	**
							a			b		b			a		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	**	44	**	44	30	14	5	3	-	44	-	44	30	14	**	**
	5%	**	5%	**	5%	6%	5%	5%	6%	-%	9%	-%	9%	9%	6%	**	**
											a		a				
FIXED BROADBAND AND PAY TV	45	**	45	**	45	29	16	4	2	-	45	-	45	27	17	**	**
	5%	**	5%	**	5%	5%	6%	4%	4%	-%	9%	-%	9%	8%	7%	**	**
											a		a				

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	7	1524	8	1523	993	538	165	106	187	852	193	846	607	432	80	47
Effective Weighted Sample	1417	7	1387	8	1386	905	489	149	96	174	796	180	790	568	402	75	44
Total	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	48	27
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	**	42	**	42	33	9	8	4	16	-	16	-	13	4	**	**
	5%	**	5%	**	5%	6%	3%	8%	7%	16%	-%	15%	-%	4%	2%	**	**
						b		b	b	b		b		b			
LANDLINE AND PAY TV	14	**	1	**	*	1	1	*	-	-	14	-	14	8	7	**	**
	2%	**	*%	**	*%	*%	*%	*%	-%	-%	3%	-%	3%	2%	3%	**	**
											a		a				
MOBILE PHONE AND FIXED BROADBAND	13	**	13	**	13	9	4	2	1	4	*	4	*	2	2	**	**
	2%	**	2%	**	2%	2%	1%	2%	3%	4%	*%	4%	*%	1%	1%	**	**
										b		b					
LANDLINE AND MOBILE PHONE	3	**	-	**	-	1	1	-	-	1	-	1	-	-	1	**	**
	*%	**	-%	**	-%	*%	*%	-%	-%	1%	-%	*%	-%	-%	*%	**	**
										b		b					
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	2	**	2	1	1	-	-	-	2	-	2	1	*	**	**
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
LANDLINE, MOBILE PHONE AND PAY TV	1	**	-	**	-	-	-	-	-	-	1	-	1	-	1	**	**
	*%	**	-%	**	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	1%	**	**

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

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1557	153	209	24	16	1040	362	701	856	590	659	90	220	-
Effective Weighted Sample	1417	140	194	22	14	971	334	647	779	523	618	85	198	-
Total	845	85	111	14	9	602	195	417	428	288	386	48	124	-
Landline service	786	82	108	**	**	551	190	382	403	288	385	**	66	**
	93%	97%	97%	**	**	92%	97%	92%	94%	100%	100%	**	53%	**
							a		a	d	d			
Mobile phone service	104	15	14	**	**	68	28	49	56	-	-	**	61	**
	12%	17%	12%	**	**	11%	14%	12%	13%	-%	-%	**	49%	**
													ab	
Fixed broadband service	826	85	110	**	**	585	194	415	411	288	386	**	106	**
	98%	100%	99%	**	**	97%	100%	100%	96%	100%	100%	**	85%	**
							a	b		d	d			
Pay TV service	491	-	-	**	**	491	-	253	239	-	382	**	61	**
	58%	-%	-%	**	**	82%	-%	61%	56%	-%	99%	**	49%	**
						b					ad		a	
SERVICES CONSIDER TO BE A PACKAGE														
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	-	-	**	**	386	-	205	180	-	382	**	-	**
	46%	-%	-%	**	**	64%	-%	49%	42%	-%	99%	**	-%	**
						b		b			ad			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	70	97	**	**	89	167	136	160	288	3	**	5	**
	35%	83%	88%	**	**	15%	86%	32%	37%	100%	1%	**	4%	**
							a		a	bd			b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	-	-	**	**	44	-	18	26	-	-	**	-	**
	5%	-%	-%	**	**	7%	-%	4%	6%	-%	-%	**	-%	**
						b								
FIXED BROADBAND AND PAY TV	45	-	-	**	**	45	-	26	18	-	1	**	44	**
	5%	-%	-%	**	**	7%	-%	6%	4%	-%	*%	**	35%	**
						b							ab	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1557	153	209	24	16	1040	362	701	856	590	659	90	220	-
Effective Weighted Sample	1417	140	194	22	14	971	334	647	779	523	618	85	198	-
Total	845	85	111	14	9	602	195	417	428	288	386	48	124	-
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	12	10	**	**	16	22	21	21	-	-	**	42	**
	5%	14%	9%	**	**	3%	11%	5%	5%	-%	-%	**	34%	**
							a						ab	
LANDLINE AND PAY TV	14	-	-	**	**	14	-	2	13	-	-	**	14	**
	2%	-%	-%	**	**	2%	-%	*%	3%	-%	-%	**	12%	**
						b			a				ab	
MOBILE PHONE AND FIXED BROADBAND	13	3	3	**	**	4	5	7	5	-	-	**	13	**
	2%	3%	3%	**	**	1%	3%	2%	1%	-%	-%	**	10%	**
							a						ab	
LANDLINE AND MOBILE PHONE	3	-	1	**	**	1	1	*	2	-	-	**	3	**
	*%	-%	1%	**	**	*%	*%	*%	*%	-%	-%	**	2%	**
													ab	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	-	**	**	2	-	1	*	-	-	**	2	**
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	1%	**
													ab	
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	**	1	-	-	1	-	-	**	1	**
	*%	-%	-%	**	**	*%	-%	-%	*%	-%	-%	**	1%	**
													ab	

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

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1557	92	573	574	1239	314	102	324	634	595	726	831	424	502	332	299	926	631
Effective Weighted Sample	1417	87	537	541	1145	306	98	303	585	560	657	765	396	462	315	275	851	581
Total	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
Landline service	786	**	347	268	667	117	41	184	347	253	384	402	262	242	131	151	504	282
	93%	**	93%	93%	93%	96%	99%	89%	93%	96%	93%	93%	95%	91%	93%	94%	93%	94%
						bd	bcd		a	ab			b					
Mobile phone service	104	**	40	42	85	18	7	18	48	37	54	50	28	41	13	22	69	35
	12%	**	11%	15%	12%	15%	16%	9%	13%	14%	13%	12%	10%	15%	9%	14%	13%	12%
				b					a	a				ac				
Fixed broadband service	826	**	372	283	714	111	33	206	369	250	404	422	271	264	138	154	535	292
	98%	**	99%	98%	99%	90%	81%	100%	99%	95%	98%	98%	98%	99%	98%	96%	98%	97%
			ef	ef	ef	f		c	c					d				
Pay TV service	491	**	229	166	434	57	19	131	230	130	238	253	165	166	78	82	331	160
	58%	**	61%	58%	60%	46%	45%	63%	62%	49%	58%	59%	60%	62%	55%	52%	61%	53%
			ef	ef	ef			c	c				d	cd			b	
SERVICES CONSIDER TO BE A PACKAGE																		
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	**	192	128	351	34	9	105	188	92	188	198	138	126	62	59	264	121
	46%	**	51%	45%	49%	28%	22%	51%	50%	35%	45%	46%	50%	47%	44%	37%	49%	40%
			cef	ef	ef			c	c				d	d			b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	**	120	101	240	56	18	65	115	115	143	153	93	79	56	68	172	124
	35%	**	32%	35%	33%	46%	45%	32%	31%	44%	35%	35%	34%	30%	40%	42%	32%	41%
						bcd	bd			ab					b	ab		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	**	14	21	36	7	2	6	20	17	21	23	9	18	4	12	28	16
	5%	**	4%	7%	5%	6%	5%	3%	5%	6%	5%	5%	3%	7%	3%	8%	5%	5%
				b						a				ac		ac		
FIXED BROADBAND AND PAY TV	45	**	21	13	41	4	-	19	18	8	22	23	12	18	7	7	30	14
	5%	**	6%	5%	6%	3%	-%	9%	5%	3%	5%	5%	4%	7%	5%	4%	6%	5%
			f	f	f			bc										

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

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1557	92	573	574	1239	314	102	324	634	595	726	831	424	502	332	299	926	631
Effective Weighted Sample	1417	87	537	541	1145	306	98	303	585	560	657	765	396	462	315	275	851	581
Total	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	**	19	14	34	8	3	7	20	15	23	19	16	15	5	6	31	11
	5%	**	5%	5%	5%	7%	7%	3%	5%	6%	6%	4%	6%	6%	4%	4%	6%	4%
LANDLINE AND PAY TV	14	**	2	2	4	10	7	-	3	11	6	8	5	3	3	4	8	7
	2%	**	*%	1%	1%	8%	17%	-%	1%	4%	1%	2%	2%	1%	2%	2%	1%	2%
						bcd	bcde			ab								
MOBILE PHONE AND FIXED BROADBAND	13	**	7	5	12	1	*	4	7	2	6	6	2	6	2	2	9	4
	2%	**	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%
LANDLINE AND MOBILE PHONE	3	**	*	1	2	1	1	*	1	1	2	1	-	1	*	1	1	2
	*%	**	*%	*%	*%	1%	2%	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	1%
							bd											
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	-	1	1	*	-	1	1	*	1	1	-	*	1	-	*	1
	*%	**	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	1%	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	-	1	1	*	*	-	-	1	1	*	-	*	-	1	*	1
	*%	**	-%	*%	*%	*%	1%	-%	-%	1%	*%	*%	-%	*%	-%	1%	*%	*%
							bd											

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

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1557	1345	212	1294	146	81	36
Effective Weighted Sample	1417	1226	192	1180	132	74	32
Total	845	739	106	709	75	43	17
Landline service	786	685	100	655	71	**	**
	93%	93%	95%	92%	94%	**	**
Mobile phone service	104	90	15	89	11	**	**
	12%	12%	14%	13%	15%	**	**
Fixed broadband service	826	722	104	697	74	**	**
	98%	98%	98%	98%	98%	**	**
Pay TV service	491	447	45	408	42	**	**
	58%	60%	42%	58%	55%	**	**
		b					
SERVICES CONSIDER TO BE A PACKAGE							
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	349	36	318	34	**	**
	46%	47%	34%	45%	45%	**	**
		b					
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	245	51	250	27	**	**
	35%	33%	48%	35%	36%	**	**
			a				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	40	4	37	4	**	**
	5%	5%	4%	5%	6%	**	**
FIXED BROADBAND AND PAY TV	45	42	3	41	3	**	**
	5%	6%	3%	6%	3%	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	34	8	38	4	**	**
	5%	5%	7%	5%	5%	**	**
LANDLINE AND PAY TV	14	13	2	10	1	**	**
	2%	2%	2%	1%	1%	**	**

Columns Tested: 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.

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1557	1345	212	1294	146	81	36
Effective Weighted Sample	1417	1226	192	1180	132	74	32
Total	845	739	106	709	75	43	17
MOBILE PHONE AND FIXED BROADBAND	13	10	3	11	2	**	**
	2%	1%	3%	2%	2%	**	**
LANDLINE AND MOBILE PHONE	3	3	-	2	1	**	**
	*%	*%	-%	*%	1%	**	**
					a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	2	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	-	**	**
	*%	*%	-%	-%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 36

Any break column with 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 SUPPLIER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1557	51	1465	53	1463	986	530	165	107	1271	217	1287	201	986	502	131
Effective Weighted Sample	1417	48	1335	50	1333	899	484	150	98	1159	198	1173	184	902	455	119
Total	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
Sky	287	**	269	**	268	213	68	31	19	264	14	265	13	193	85	20
	34%	**	34%	**	34%	40%	24%	34%	33%	38%	13%	37%	12%	36%	31%	28%
						b		b		b		b				
BT	206	**	203	**	203	86	117	20	13	174	20	176	19	117	78	13
	24%	**	26%	**	26%	16%	41%	22%	23%	25%	18%	25%	18%	21%	29%	18%
							acd			b		b			ac	
Virgin Media	175	**	156	**	156	106	55	13	8	138	31	141	28	111	59	15
	21%	**	20%	**	20%	20%	19%	14%	14%	20%	27%	20%	27%	20%	22%	21%
											a		a			
TalkTalk	82	**	77	**	77	60	19	13	8	73	6	73	6	55	24	8
	10%	**	10%	**	10%	11%	7%	14%	14%	10%	5%	10%	6%	10%	9%	12%
						b		b	b	b		b				
EE	35	**	27	**	26	25	7	6	4	8	27	11	24	26	9	6
	4%	**	3%	**	3%	5%	3%	6%	7%	1%	24%	1%	23%	5%	3%	8%
						b		b	b		a		a			b
Plusnet	19	**	17	**	17	14	5	2	1	15	2	15	2	11	6	3
	2%	**	2%	**	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	5%
																a
Vodafone	12	**	11	**	11	10	1	4	2	3	9	3	9	9	4	2
	1%	**	1%	**	1%	2%	*%	5%	3%	*%	8%	*%	9%	2%	1%	2%
						b		ab	b		a		a			
KCOM	9	**	9	**	9	4	6	-	-	9	-	9	-	8	2	1
	1%	**	1%	**	1%	1%	2%	-%	-%	1%	-%	1%	-%	1%	1%	1%
							a									
Post Office	7	**	7	**	7	5	2	1	1	7	-	7	-	3	3	1
	1%	**	1%	**	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%
Utility Warehouse	7	**	7	**	7	5	1	1	*	3	3	3	3	5	2	1
	1%	**	1%	**	1%	1%	*%	1%	1%	*%	3%	*%	3%	1%	1%	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.

BUNDLE 1 SUPPLIER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1557	51	1465	53	1463	986	530	165	107	1271	217	1287	201	986	502	131
Effective Weighted Sample	1417	48	1335	50	1333	899	484	150	98	1159	198	1173	184	902	455	119
Total	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
NOW TV/ NOW Broadband	3	**	1	**	1	1	1	1	1	3	-	3	-	3	-	1
	*%	**	*%	**	*%	*%	*%	1%	1%	*%	-%	*%	-%	*%	-%	1%
									a							b
John Lewis	2	**	2	**	2	2	-	*	*	2	-	2	-	2	-	*
	*%	**	*%	**	*%	*%	-%	*%	1%	*%	-%	*%	-%	*%	-%	1%
									b							
GiffGaff	1	**	1	**	1	1	-	-	-	1	-	1	-	1	*	-
	*%	**	*%	**	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%
SSE	1	**	1	**	1	1	-	-	-	1	-	1	-	*	*	-
	*%	**	*%	**	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%
First Utility	*	**	*	**	*	*	-	-	-	-	-	-	-	-	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 36

Any break column with 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 SUPPLIER

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	7	1524	8	1523	993	538	165	106	187	852	193	846	607	432	80	47
Effective Weighted Sample	1417	7	1387	8	1386	905	489	149	96	174	796	180	790	568	402	75	44
Total	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	48	27
Sky	287	**	282	**	281	202	81	27	16	1	263	3	261	148	116	**	**
	34%	**	34%	**	34%	37%	28%	29%	28%	1%	53%	2%	53%	42%	47%	**	**
						b					a		a				
BT	206	**	203	**	203	102	102	19	12	60	51	62	49	61	50	**	**
	24%	**	25%	**	25%	19%	36%	21%	21%	57%	10%	57%	10%	17%	20%	**	**
							acd			b		b					
Virgin Media	175	**	167	**	167	109	59	15	9	4	147	4	147	96	54	**	**
	21%	**	20%	**	20%	20%	21%	17%	17%	4%	30%	4%	30%	27%	22%	**	**
											a		a	b			
TalkTalk	82	**	79	**	79	57	23	13	8	11	23	11	23	20	15	**	**
	10%	**	10%	**	10%	11%	8%	14%	13%	11%	5%	10%	5%	6%	6%	**	**
								b		b		b					
EE	35	**	35	**	35	30	5	8	6	9	6	9	6	13	2	**	**
	4%	**	4%	**	4%	5%	2%	8%	10%	9%	1%	9%	1%	4%	1%	**	**
						b		b	b	b		b		b			
Plusnet	19	**	19	**	19	14	5	2	2	3	5	3	5	4	4	**	**
	2%	**	2%	**	2%	3%	2%	2%	4%	3%	1%	3%	1%	1%	2%	**	**
										b		b					
Vodafone	12	**	12	**	12	11	1	4	2	5	-	5	-	4	1	**	**
	1%	**	1%	**	1%	2%	1%	4%	3%	5%	-%	5%	-%	1%	1%	**	**
						b		ab	b	b		b					
KCOM	9	**	9	**	9	4	5	-	-	4	-	4	-	3	2	**	**
	1%	**	1%	**	1%	1%	2%	-%	-%	4%	-%	4%	-%	1%	1%	**	**
										b		b					
Post Office	7	**	7	**	7	4	2	1	*	2	-	2	-	1	1	**	**
	1%	**	1%	**	1%	1%	1%	1%	1%	2%	-%	2%	-%	*%	*%	**	**
										b		b					
Utility Warehouse	7	**	7	**	7	5	1	1	*	2	-	2	-	1	1	**	**
	1%	**	1%	**	1%	1%	*%	1%	1%	2%	-%	2%	-%	*%	*%	**	**
										b		b					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 36

Any break column with 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 SUPPLIER

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	7	1524	8	1523	993	538	165	106	187	852	193	846	607	432	80	47
Effective Weighted Sample	1417	7	1387	8	1386	905	489	149	96	174	796	180	790	568	402	75	44
Total	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	48	27
NOW TV/ NOW Broadband	3	**	3	**	3	2	1	1	1	*	2	*	2	1	1	**	**
	*%	**	*%	**	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	**	**
John Lewis	2	**	2	**	2	2	-	*	*	-	-	-	-	-	-	**	**
	*%	**	*%	**	*%	*%	-%	*%	1% b	-%	-%	-%	-%	-%	-%	**	**
GiffGaff	1	**	1	**	1	1	-	-	-	1	-	1	-	1	*	**	**
	*%	**	*%	**	*%	*%	-%	-%	-%	1% b	-%	1% b	-%	*%	*%	**	**
SSE	1	**	1	**	1	1	-	-	-	1	-	1	-	*	*	**	**
	*%	**	*%	**	*%	*%	-%	-%	-%	1% b	-%	1% b	-%	*%	*%	**	**
First Utility	*	**	*	**	*	*	-	-	-	-	-	-	-	-	-	**	**
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 36

Any break column with 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 SUPPLIER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1557	153	209	24	16	1040	362	701	856	590	659	90	220	-
Effective Weighted Sample	1417	140	194	22	14	971	334	647	779	523	618	85	198	-
Total	845	85	111	14	9	602	195	417	428	288	386	48	124	-
Sky	287	6	8	**	**	264	14	151	135	22	227	**	24	**
	34%	7%	7%	**	**	44%	7%	36%	32%	8%	59%	**	19%	**
						b					ad		a	
BT	206	33	45	**	**	111	78	92	113	144	38	**	18	**
	24%	39%	41%	**	**	18%	40%	22%	27%	50%	10%	**	14%	**
							a		a	bd				
Virgin Media	175	11	10	**	**	151	21	86	90	23	99	**	29	**
	21%	13%	9%	**	**	25%	11%	21%	21%	8%	26%	**	23%	**
						b					a		a	
TalkTalk	82	17	23	**	**	35	40	37	44	53	17	**	10	**
	10%	20%	20%	**	**	6%	20%	9%	10%	19%	4%	**	8%	**
							a			bd			b	
EE	35	6	10	**	**	15	16	20	15	5	2	**	26	**
	4%	7%	9%	**	**	3%	8%	5%	4%	2%	1%	**	21%	**
							a			b			ab	
Plusnet	19	3	6	**	**	8	9	11	8	12	3	**	3	**
	2%	3%	6%	**	**	1%	5%	3%	2%	4%	1%	**	3%	**
							a			b			b	
Vodafone	12	3	2	**	**	5	5	8	4	3	-	**	9	**
	1%	3%	2%	**	**	1%	2%	2%	1%	1%	-%	**	8%	**
							a			b			ab	
KCOM	9	2	2	**	**	4	4	6	4	9	-	**	-	**
	1%	2%	2%	**	**	1%	2%	1%	1%	3%	-%	**	-%	**
										bd				
Post Office	7	1	3	**	**	2	3	1	6	7	-	**	-	**
	1%	1%	2%	**	**	*%	2%	*%	1%	2%	-%	**	-%	**
							a		a	bd				
Utility Warehouse	7	1	2	**	**	2	3	3	4	3	-	**	3	**
	1%	1%	2%	**	**	*%	2%	1%	1%	1%	-%	**	3%	**
							a			b			b	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 SUPPLIER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1557	153	209	24	16	1040	362	701	856	590	659	90	220	-
Effective Weighted Sample	1417	140	194	22	14	971	334	647	779	523	618	85	198	-
Total	845	85	111	14	9	602	195	417	428	288	386	48	124	-
NOW TV/ NOW Broadband	3	1	-	**	**	2	1	3	-	1	-	**	2	**
	*%	1%	-%	**	**	*%	*%	1% b	-%	*%	-%	**	1% b	**
John Lewis	2	2	-	**	**	-	2	*	1	2	-	**	-	**
	*%	2%	-%	**	**	-%	1% a	*%	*%	1%	-%	**	-%	**
GiffGaff	1	-	-	**	**	1	-	-	1	1	-	**	-	**
	*%	-%	-%	**	**	*%	-%	-%	*%	1%	-%	**	-%	**
SSE	1	-	-	**	**	1	-	*	*	1	-	**	-	**
	*%	-%	-%	**	**	*%	-%	*%	*%	*%	-%	**	-%	**
First Utility	*	-	-	**	**	-	-	-	*	*	-	**	-	**
	*%	-%	-%	**	**	-%	-%	-%	*%	*%	-%	**	-%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 36

Any break column with 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 SUPPLIER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1557	92	573	574	1239	314	102	324	634	595	726	831	424	502	332	299	926	631
Effective Weighted Sample	1417	87	537	541	1145	306	98	303	585	560	657	765	396	462	315	275	851	581
Total	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
Sky	287	**	139	93	259	27	8	81	135	71	143	144	93	92	47	54	185	101
	34%	**	37%	33%	36%	22%	19%	39%	36%	27%	35%	33%	34%	34%	33%	34%	34%	34%
			ef	ef	ef			c	c									
BT	206	**	75	78	161	44	14	41	76	89	113	93	74	60	35	37	134	72
	24%	**	20%	27%	22%	36%	34%	20%	20%	34%	27%	21%	27%	22%	25%	23%	25%	24%
				bd		bcd	bd			ab	b							
Virgin Media	175	**	79	62	153	22	7	43	80	52	82	94	55	63	28	30	117	58
	21%	**	21%	21%	21%	18%	18%	21%	21%	20%	20%	22%	20%	23%	20%	19%	22%	19%
TalkTalk	82	**	36	23	66	15	6	21	35	26	33	48	23	20	20	19	43	39
	10%	**	10%	8%	9%	12%	14%	10%	9%	10%	8%	11%	8%	7%	14%	12%	8%	13%
						c	c					a			ab	b		a
EE	35	**	18	12	32	2	1	11	17	7	14	21	8	15	5	7	23	12
	4%	**	5%	4%	4%	2%	2%	5%	5%	3%	3%	5%	3%	6%	4%	4%	4%	4%
			e		e			c						a				
Plusnet	19	**	8	6	15	4	2	4	9	6	9	10	7	6	1	4	13	5
	2%	**	2%	2%	2%	3%	5%	2%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%
Vodafone	12	**	6	3	11	1	1	3	7	2	6	6	3	5	1	3	8	4
	1%	**	2%	1%	1%	1%	3%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%
KCOM	9	**	3	4	7	2	1	2	3	5	4	5	6	1	2	1	7	2
	1%	**	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	*%	1%	1%	1%	1%
													b					
Post Office	7	**	3	1	4	2	1	*	4	2	3	4	2	3	*	1	5	2
	1%	**	1%	*%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
						cd												
Utility Warehouse	7	**	4	2	6	1	*	1	4	2	3	3	3	1	1	1	4	3
	1%	**	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
NOW TV/ NOW Broadband	3	**	2	1	3	-	-	1	1	1	1	2	1	2	*	-	2	*
	*%	**	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	*%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 SUPPLIER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1557	92	573	574	1239	314	102	324	634	595	726	831	424	502	332	299	926	631
Effective Weighted Sample	1417	87	537	541	1145	306	98	303	585	560	657	765	396	462	315	275	851	581
Total	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
John Lewis	2	**	-	1	1	*	-	-	-	2	1	*	1	-	*	-	1	*
	*%	**	-%	*%	*%	*%	-%	-%	-%	1%	*%	*%	*%	-%	*%	-%	*%	*%
GiffGaff	1	**	1	1	1	-	-	1	*	*	-	1	-	1	*	*	1	1
	*%	**	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%
SSE	1	**	-	*	*	*	*	-	*	*	-	1	-	-	-	1	-	1
	*%	**	-%	*%	*%	*%	1%	-%	*%	*%	-%	*%	-%	-%	-%	1%	-%	*%
							bd											
First Utility	*	**	-	*	*	-	-	-	-	*	-	*	*	-	-	-	*	-
	*%	**	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 SUPPLIER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1557	1345	212	1294	146	81	36
Effective Weighted Sample	1417	1226	192	1180	132	74	32
Total	845	739	106	709	75	43	17
Sky	287	253	33	232	24	**	**
	34%	34%	31%	33%	32%	**	**
BT	206	159	47	167	22	**	**
	24%	22%	44%	24%	30%	**	**
			a				
Virgin Media	175	172	4	154	16	**	**
	21%	23%	3%	22%	22%	**	**
		b					
TalkTalk	82	74	7	70	6	**	**
	10%	10%	7%	10%	8%	**	**
EE	35	29	6	33	2	**	**
	4%	4%	6%	5%	2%	**	**
Plusnet	19	16	2	16	2	**	**
	2%	2%	2%	2%	3%	**	**
Vodafone	12	9	3	10	1	**	**
	1%	1%	3%	1%	2%	**	**
			a				
KCOM	9	9	-	9	-	**	**
	1%	1%	-%	1%	-%	**	**
Post Office	7	5	2	5	1	**	**
	1%	1%	2%	1%	2%	**	**
Utility Warehouse	7	5	2	6	*	**	**
	1%	1%	2%	1%	*%	**	**
NOW TV/ NOW Broadband	3	3	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**
John Lewis	2	2	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**
GiffGaff	1	1	-	1	-	**	**
	*%	*%	-%	*%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 SUPPLIER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1557	1345	212	1294	146	81	36
Effective Weighted Sample	1417	1226	192	1180	132	74	32
Total	845	739	106	709	75	43	17
SSE	1	1	-	*	-	**	**
	*%	*%	-%	*%	-%	**	**
First Utility	*	*	-	*	-	**	**
	*%	*%	-%	*%	-%	**	**

Columns Tested: 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.

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

		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
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	4	-	4	-	4	3	1	-	-	-	4	-	4	3	1	1
Effective Weighted Sample	4	-	4	-	4	3	1	-	-	-	4	-	4	3	1	1
Total	2	-	2	-	2	1	1	-	-	-	2	-	2	1	1	*
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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.

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	4	-	4	-	4	2	2	-	-	-	4	-	4	2	2	-	-
Effective Weighted Sample	4	-	4	-	4	2	2	-	-	-	4	-	4	2	2	-	-
Total	2	-	2	-	2	1	1	-	-	-	2	-	2	1	1	-	-
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																	
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d	~e
Unweighted total	4	-	-	-	-	4	-	1	3	2	-	-	4	-
Effective Weighted Sample	4	-	-	-	-	4	-	1	3	2	-	-	4	-
Total	2	-	-	-	-	2	-	*	1	1	-	-	2	-
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE														
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	4	-	1	2	3	1	-	1	-	3	1	3	1	2	1	-	3	1
Effective Weighted Sample	4	-	1	2	3	1	-	1	-	3	1	3	1	2	1	-	3	1
Total	2	-	*	1	1	*	-	*	-	1	1	1	*	1	*	-	1	*
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																		
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	4	3	1	3	1	-	-
Effective Weighted Sample	4	3	1	3	1	-	-
Total	2	1	*	1	*	-	-
Pay TV service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Landline service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE							
MOBILE PHONE AND PAY TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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.

BUNDLE 2 SUPPLIER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		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
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	4	-	4	-	4	3	1	-	-	-	4	-	4	3	1	1
Effective Weighted Sample	4	-	4	-	4	3	1	-	-	-	4	-	4	3	1	1
Total	2	-	2	-	2	1	1	-	-	-	2	-	2	1	1	*
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 SUPPLIER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	4	-	4	-	4	2	2	-	-	-	4	-	4	2	2	-	-
Effective Weighted Sample	4	-	4	-	4	2	2	-	-	-	4	-	4	2	2	-	-
Total	2	-	2	-	2	1	1	-	-	-	2	-	2	1	1	-	-
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

BUNDLE 2 SUPPLIER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d	~e
Unweighted total	4	-	-	-	-	4	-	1	3	2	-	-	4	-
Effective Weighted Sample	4	-	-	-	-	4	-	1	3	2	-	-	4	-
Total	2	-	-	-	-	2	-	*	1	1	-	-	2	-
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

BUNDLE 2 SUPPLIER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	4	-	1	2	3	1	-	1	-	3	1	3	1	2	1	-	3	1
Effective Weighted Sample	4	-	1	2	3	1	-	1	-	3	1	3	1	2	1	-	3	1
Total	2	-	*	1	1	*	-	*	-	1	1	1	*	1	*	-	1	*
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

BUNDLE 2 SUPPLIER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	4	3	1	3	1	-	-
Effective Weighted Sample	4	3	1	3	1	-	-
Total	2	1	*	1	*	-	-
Sky	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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.

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

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1557	51	1465	53	1463	986	530	165	107	1271	217	1287	201	986	502	131
Effective Weighted Sample	1417	48	1335	50	1333	899	484	150	98	1159	198	1173	184	902	455	119
Total	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
Landline service	786	**	786	**	786	521	265	91	57	658	100	667	92	508	250	62
	93%	**	100%	**	100%	98%	94%	100%	99%	94%	88%	94%	87%	94%	92%	89%
						b		b	b	b		b				
Mobile phone service	106	**	93	**	92	71	27	15	12	-	106	-	106	80	26	17
	13%	**	12%	**	12%	13%	10%	17%	20%	-%	93%	-%	100%	15%	10%	24%
						b		b	b		a		a	b		ab
Fixed broadband service	827	**	770	**	768	525	273	91	57	693	110	701	102	538	265	70
	98%	**	98%	**	98%	99%	96%	100%	100%	99%	96%	99%	96%	99%	97%	100%
						b		b	b	b		b		b		
Pay TV service	493	**	447	**	447	330	140	48	32	425	53	429	49	328	150	44
	58%	**	57%	**	57%	62%	50%	53%	56%	61%	46%	60%	46%	60%	55%	63%
						bc				b		b				
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	**	386	**	386	279	106	40	24	373	4	377	-	260	117	29
	46%	**	49%	**	49%	52%	38%	44%	41%	53%	3%	53%	-%	48%	43%	41%
						bcd				b		b				
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	**	296	**	296	166	130	36	22	276	5	281	1	173	109	19
	35%	**	38%	**	38%	31%	46%	39%	38%	39%	5%	40%	1%	32%	40%	27%
							a	a		b		b			ac	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	**	44	**	44	33	11	8	8	-	44	-	44	34	10	8
	5%	**	6%	**	6%	6%	4%	9%	14%	-%	38%	-%	41%	6%	4%	12%
								b	ab		a		a	b		ab
FIXED BROADBAND AND PAY TV	45	**	1	**	-	10	13	*	*	43	-	43	-	27	16	6
	5%	**	*%	**	-%	2%	4%	*%	1%	6%	-%	6%	-%	5%	6%	9%
							ac			b		b				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1557	51	1465	53	1463	986	530	165	107	1271	217	1287	201	986	502	131
Effective Weighted Sample	1417	48	1335	50	1333	899	484	150	98	1159	198	1173	184	902	455	119
Total	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42 5% b	** **	42 5%	** **	42 5%	34 6%	8 3%	7 8% b	4 7% b	- -%	42 37% a	- -%	42 40% a	35 6% b	7 3%	6 9% b
LANDLINE AND PAY TV	15 2%	** **	15 2%	** **	15 2%	7 1%	8 3% c	- -%	- -%	9 1%	1 1%	9 1%	1 1%	5 1%	5 2%	- -%
MOBILE PHONE AND FIXED BROADBAND	13 2%	** **	2 *%	** **	1 *%	2 *%	4 1% a	- -%	- -%	- -%	13 11% a	- -%	13 12% a	8 1%	5 2%	2 2%
LANDLINE AND MOBILE PHONE	3 *%	** **	3 *%	** **	3 *%	1 *%	1 *%	- -%	- -%	- -%	3 2% a	- -%	3 2% a	2 *%	1 *%	- -%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2 *%	** **	- -%	** **	- -%	- -%	1 *%	- -%	- -%	- -%	2 1% a	- -%	2 2% a	1 *%	* *%	- -%
LANDLINE, MOBILE PHONE AND PAY TV	1 *%	** **	1 *%	** **	1 *%	- -%	1 *% a	- -%	- -%	- -%	1 1% a	- -%	1 1% a	- -%	1 *% a	- -%
MOBILE PHONE AND PAY TV	1 *%	** **	1 *%	** **	1 *%	* *%	1 *%	- -%	- -%	- -%	1 1% a	- -%	1 1% a	* *%	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.

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	7	1524	8	1523	993	538	165	106	187	852	193	846	607	432	80	47
Effective Weighted Sample	1417	7	1387	8	1386	905	489	149	96	174	796	180	790	568	402	75	44
Total	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	48	27
Landline service	786	**	769	**	768	507	265	86	53	101	450	105	447	322	229	**	**
	93%	**	93%	**	93%	93%	93%	94%	94%	96%	91%	96%	91%	91%	92%	**	**
										b		b					
Mobile phone service	106	**	102	**	102	74	29	14	9	21	49	21	49	47	23	**	**
	13%	**	12%	**	12%	14%	10%	15%	16%	20%	10%	19%	10%	13%	9%	**	**
						b				b		b		b			
Fixed broadband service	827	**	827	**	827	543	283	91	57	104	481	108	477	345	240	**	**
	98%	**	100%	**	100%	100%	99%	100%	100%	99%	97%	100%	97%	98%	97%	**	**
										b		b					
Pay TV service	493	**	478	**	477	327	152	47	27	-	493	-	493	298	195	**	**
	58%	**	58%	**	58%	60%	53%	51%	48%	-%	99%	-%	100%	84%	79%	**	**
						bcd					a		a	b			
SERVICES CONSIDER TO BE A PACKAGE																	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	**	386	**	386	266	120	38	22	-	386	-	386	231	155	**	**
	46%	**	47%	**	47%	49%	42%	41%	39%	-%	78%	-%	78%	65%	62%	**	**
						b					a		a				
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	**	296	**	296	176	120	35	24	84	4	88	1	41	48	**	**
	35%	**	36%	**	36%	32%	42%	39%	42%	80%	1%	81%	*%	12%	19%	**	**
							a			b		b			a		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	**	44	**	44	30	14	5	3	-	44	-	44	30	14	**	**
	5%	**	5%	**	5%	6%	5%	5%	6%	-%	9%	-%	9%	9%	6%	**	**
											a		a				
FIXED BROADBAND AND PAY TV	45	**	45	**	45	29	16	4	2	-	45	-	45	27	17	**	**
	5%	**	5%	**	5%	5%	6%	4%	4%	-%	9%	-%	9%	8%	7%	**	**
											a		a				

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	7	1524	8	1523	993	538	165	106	187	852	193	846	607	432	80	47
Effective Weighted Sample	1417	7	1387	8	1386	905	489	149	96	174	796	180	790	568	402	75	44
Total	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	48	27
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	**	42	**	42	33	9	8	4	16	-	16	-	13	4	**	**
	5%	**	5%	**	5%	6%	3%	8%	7%	16%	-%	15%	-%	4%	2%	**	**
						b		b	b	b		b		b			
LANDLINE AND PAY TV	15	**	1	**	1	1	1	*	-	-	15	-	15	8	7	**	**
	2%	**	*%	**	*%	*%	*%	*%	-%	-%	3%	-%	3%	2%	3%	**	**
											a		a				
MOBILE PHONE AND FIXED BROADBAND	13	**	13	**	13	9	4	2	1	4	1	4	1	2	2	**	**
	2%	**	2%	**	2%	2%	1%	2%	3%	4%	*%	4%	*%	1%	1%	**	**
										b		b					
LANDLINE AND MOBILE PHONE	3	**	-	**	-	1	1	-	-	1	-	1	-	-	1	**	**
	*%	**	-%	**	-%	*%	*%	-%	-%	1%	-%	*%	-%	-%	*%	**	**
										b		b					
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	2	**	2	1	1	-	-	-	2	-	2	1	*	**	**
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
LANDLINE, MOBILE PHONE AND PAY TV	1	**	-	**	-	-	-	-	-	-	1	-	1	-	1	**	**
	*%	**	-%	**	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	1%	**	**
MOBILE PHONE AND PAY TV	1	**	1	**	1	*	1	-	-	-	1	-	1	*	1	**	**
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**

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

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1557	153	209	24	16	1040	362	701	856	590	659	90	220	-
Effective Weighted Sample	1417	140	194	22	14	971	334	647	779	523	618	85	198	-
Total	845	85	111	14	9	602	195	417	428	288	386	48	124	-
Landline service	786	82	108	**	**	552	190	383	403	288	385	**	66	**
	93%	97%	97%	**	**	92%	97%	92%	94%	100%	100%	**	54%	**
							a		a	d	d			
Mobile phone service	106	15	14	**	**	69	28	49	57	1	-	**	62	**
	13%	17%	12%	**	**	12%	14%	12%	13%	*%	-%	**	50%	**
													ab	
Fixed broadband service	827	85	110	**	**	586	194	415	412	288	386	**	106	**
	98%	100%	99%	**	**	97%	100%	100%	96%	100%	100%	**	86%	**
							a	b		d	d			
Pay TV service	493	-	-	**	**	493	-	253	240	1	382	**	63	**
	58%	-%	-%	**	**	82%	-%	61%	56%	*%	99%	**	51%	**
						b					ad		a	
SERVICES CONSIDER TO BE A PACKAGE														
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	-	-	**	**	386	-	205	180	-	382	**	-	**
	46%	-%	-%	**	**	64%	-%	49%	42%	-%	99%	**	-%	**
						b		b			ad			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	70	97	**	**	89	167	136	160	288	3	**	5	**
	35%	83%	88%	**	**	15%	86%	32%	37%	100%	1%	**	4%	**
							a		a	bd			b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	-	-	**	**	44	-	18	26	-	-	**	-	**
	5%	-%	-%	**	**	7%	-%	4%	6%	-%	-%	**	-%	**
						b								
FIXED BROADBAND AND PAY TV	45	-	-	**	**	45	-	26	18	-	1	**	44	**
	5%	-%	-%	**	**	7%	-%	6%	4%	-%	*%	**	35%	**
						b							ab	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1557	153	209	24	16	1040	362	701	856	590	659	90	220	-
Effective Weighted Sample	1417	140	194	22	14	971	334	647	779	523	618	85	198	-
Total	845	85	111	14	9	602	195	417	428	288	386	48	124	-
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42 5%	12 14%	10 9%	** **	** **	16 3%	22 11% a	21 5%	21 5%	- -%	- -%	** **	42 34% ab	** **
LANDLINE AND PAY TV	15 2%	- -%	- -%	** **	** **	15 2% b	- -%	2 *%	13 3% a	- -%	- -%	** **	15 12% ab	** **
MOBILE PHONE AND FIXED BROADBAND	13 2%	3 3%	3 3%	** **	** **	5 1%	5 3% a	7 2%	6 1%	- -%	- -%	** **	13 11% ab	** **
LANDLINE AND MOBILE PHONE	3 *%	- -%	1 1%	** **	** **	1 *%	1 *%	* *%	2 *%	- -%	- -%	** **	3 2% ab	** **
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2 *%	- -%	- -%	** **	** **	2 *%	- -%	1 *%	* *%	- -%	- -%	** **	2 1% ab	** **
LANDLINE, MOBILE PHONE AND PAY TV	1 *%	- -%	- -%	** **	** **	1 *%	- -%	- -%	1 *%	- -%	- -%	** **	1 1% ab	** **
MOBILE PHONE AND PAY TV	1 *%	- -%	- -%	** **	** **	1 *%	- -%	- -%	1 *%	1 *%	- -%	** **	1 1% b	** **

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

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1557	92	573	574	1239	314	102	324	634	595	726	831	424	502	332	299	926	631
Effective Weighted Sample	1417	87	537	541	1145	306	98	303	585	560	657	765	396	462	315	275	851	581
Total	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
Landline service	786	**	347	269	667	117	41	184	347	254	384	402	262	243	131	151	505	282
	93%	**	93%	94%	93%	96%	99%	89%	93%	96%	93%	93%	95%	91%	93%	94%	93%	94%
						bd	bcd		a	ab			b					
Mobile phone service	106	**	40	43	86	18	7	18	48	38	55	51	28	42	14	22	70	36
	13%	**	11%	15%	12%	15%	16%	9%	13%	14%	13%	12%	10%	16%	10%	14%	13%	12%
				b						a				ac				
Fixed broadband service	827	**	372	283	714	111	33	206	369	250	404	423	271	264	138	154	535	292
	98%	**	99%	98%	99%	91%	81%	100%	99%	95%	98%	98%	98%	99%	98%	96%	98%	97%
			ef	ef	ef	f		c	c					d				
Pay TV service	493	**	229	167	435	57	19	131	230	131	239	254	165	167	78	82	332	161
	58%	**	61%	58%	60%	46%	45%	63%	62%	50%	58%	59%	60%	62%	55%	52%	61%	53%
			ef	ef	ef			c	c				d	cd			b	
SERVICES CONSIDER TO BE A PACKAGE																		
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	**	192	128	351	34	9	105	188	92	188	198	138	126	62	59	264	121
	46%	**	51%	45%	49%	28%	22%	51%	50%	35%	45%	46%	50%	47%	44%	37%	49%	40%
			cef	ef	ef			c	c				d	d			b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	**	120	101	240	56	18	65	115	115	143	153	93	79	56	68	172	124
	35%	**	32%	35%	33%	46%	45%	32%	31%	44%	35%	35%	34%	30%	40%	42%	32%	41%
						bcd	bd			ab					b	ab		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	**	14	21	36	7	2	6	20	17	21	23	9	18	4	12	28	16
	5%	**	4%	7%	5%	6%	5%	3%	5%	6%	5%	5%	3%	7%	3%	8%	5%	5%
				b						a				ac		ac		
FIXED BROADBAND AND PAY TV	45	**	21	13	41	4	-	19	18	8	22	23	12	18	7	7	30	14
	5%	**	6%	5%	6%	3%	-%	9%	5%	3%	5%	5%	4%	7%	5%	4%	6%	5%
			f	f	f			bc										

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

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1557	92	573	574	1239	314	102	324	634	595	726	831	424	502	332	299	926	631
Effective Weighted Sample	1417	87	537	541	1145	306	98	303	585	560	657	765	396	462	315	275	851	581
Total	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	**	19	14	34	8	3	7	20	15	23	19	16	15	5	6	31	11
	5%	**	5%	5%	5%	7%	7%	3%	5%	6%	6%	4%	6%	6%	4%	4%	6%	4%
LANDLINE AND PAY TV	15	**	2	3	5	10	7	-	3	12	6	9	5	3	3	4	8	7
	2%	**	*%	1%	1%	8%	17%	-%	1%	4%	1%	2%	2%	1%	2%	2%	2%	2%
						bcd	bcde			ab								
MOBILE PHONE AND FIXED BROADBAND	13	**	7	5	12	1	*	4	7	3	6	7	3	6	2	2	9	4
	2%	**	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%
LANDLINE AND MOBILE PHONE	3	**	*	1	2	1	1	*	1	1	2	1	-	1	*	1	1	2
	*%	**	*%	*%	*%	1%	2%	*%	*%	*%	*%	*%	-%	*%	*%	1%	*%	1%
							bd											
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	-	1	1	*	-	1	1	*	1	1	-	*	1	-	*	1
	*%	**	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	1%	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	-	1	1	*	*	-	-	1	1	*	-	*	-	1	*	1
	*%	**	-%	*%	*%	*%	1%	-%	-%	1%	*%	*%	-%	*%	-%	1%	*%	*%
							bd											
MOBILE PHONE AND PAY TV	1	**	*	1	1	-	-	*	-	1	1	*	-	1	*	-	1	*
	*%	**	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%

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

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1557	1345	212	1294	146	81	36
Effective Weighted Sample	1417	1226	192	1180	132	74	32
Total	845	739	106	709	75	43	17
Landline service	786	686	100	655	71	**	**
	93%	93%	95%	92%	95%	**	**
Mobile phone service	106	91	15	90	11	**	**
	13%	12%	14%	13%	15%	**	**
Fixed broadband service	827	722	105	698	74	**	**
	98%	98%	99%	98%	98%	**	**
Pay TV service	493	448	45	409	42	**	**
	58%	61%	42%	58%	56%	**	**
		b					
SERVICES CONSIDER TO BE A PACKAGE							
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	349	36	318	34	**	**
	46%	47%	34%	45%	45%	**	**
		b					
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	245	51	250	27	**	**
	35%	33%	48%	35%	36%	**	**
			a				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	40	4	37	4	**	**
	5%	5%	4%	5%	6%	**	**
FIXED BROADBAND AND PAY TV	45	42	3	41	3	**	**
	5%	6%	3%	6%	3%	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	34	8	38	4	**	**
	5%	5%	7%	5%	5%	**	**
LANDLINE AND PAY TV	15	13	2	10	1	**	**
	2%	2%	2%	1%	1%	**	**

Columns Tested: 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.

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1557	1345	212	1294	146	81	36
Effective Weighted Sample	1417	1226	192	1180	132	74	32
Total	845	739	106	709	75	43	17
MOBILE PHONE AND FIXED BROADBAND	13	10	3	11	2	**	**
	2%	1%	3%	2%	2%	**	**
LANDLINE AND MOBILE PHONE	3	3	-	2	1	**	**
	*%	*%	-%	*%	1%	**	**
					a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	2	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	-	**	**
	*%	*%	-%	-%	-%	**	**
MOBILE PHONE AND PAY TV	1	1	-	1	-	**	**
	*%	*%	-%	*%	-%	**	**

Columns Tested: 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.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Landline service	786	-	786	-	786	521	265	91	57	658	100	667	92	508	250	62
	52%	-%	94%	-%	100%	88%	69%	85%	82%	52%	81%	52%	87%	55%	52%	45%
			a		a	b		b	b		a		a	c		
Mobile phone service	106	6	93	7	92	71	27	15	12	-	106	-	106	80	26	17
	7%	4%	11%	3%	12%	12%	7%	14%	17%	-%	85%	-%	100%	9%	5%	12%
			a		a	b		b	b		a		a	b		b
Fixed broadband service	827	28	770	29	768	525	273	91	57	693	110	701	102	538	265	70
	55%	20%	92%	15%	98%	89%	71%	85%	83%	54%	89%	54%	96%	58%	55%	51%
			a		a	b		b	b		a		a	c		
Pay TV service	493	23	447	23	447	330	140	48	32	425	53	429	49	328	150	44
	33%	16%	53%	12%	57%	56%	36%	45%	46%	33%	42%	33%	46%	36%	31%	32%
			a		a	bcd		b	b		a		a	b		
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	-	386	-	386	279	106	40	24	373	4	377	-	260	117	29
	26%	-%	46%	-%	49%	47%	28%	37%	34%	29%	3%	29%	-%	28%	24%	21%
			a		a	bcd		b		b		b		bc		
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	-	296	-	296	166	130	36	22	276	5	281	1	173	109	19
	20%	-%	35%	-%	38%	28%	34%	33%	31%	22%	4%	22%	1%	19%	23%	14%
			a		a		a			b		b			ac	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	-	44	-	44	33	11	8	8	-	44	-	44	34	10	8
	3%	-%	5%	-%	6%	6%	3%	7%	11%	-%	35%	-%	41%	4%	2%	6%
			a		a	b		b	ab		a		a	b		b
FIXED BROADBAND AND PAY TV	45	22	1	22	-	10	13	*	*	43	-	43	-	27	16	6
	3%	16%	*%	12%	-%	2%	3%	*%	1%	3%	-%	3%	-%	3%	3%	4%
		b		b			ac			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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42 3% a	- -%	42 5% a	- -%	42 5% a	34 6% b	8 2%	7 7% b	4 6% b	- -%	42 34% a	- -%	42 40% a	35 4% b	7 2%	6 5% b
LANDLINE AND PAY TV	15 1%	- -%	15 2% a	- -%	15 2% a	7 1%	8 2%	- -%	- -%	9 1%	1 1%	9 1%	1 1%	5 1%	5 1%	- -%
MOBILE PHONE AND FIXED BROADBAND	13 1%	5 4% b	2 *%	6 3% b	1 *%	2 *%	4 1%	- -%	- -%	- -%	13 11% a	- -%	13 12% a	8 1%	5 1%	2 1%
LANDLINE AND MOBILE PHONE	3 *%	- -%	3 *%	- -%	3 *%	1 *%	1 *%	- -%	- -%	- -%	3 2% a	- -%	3 2% a	2 *%	1 *%	- -%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2 *%	1 1% b	- -%	1 *% b	- -%	- -%	1 *%	- -%	- -%	- -%	2 1% a	- -%	2 2% a	1 *%	* *%	- -%
LANDLINE, MOBILE PHONE AND PAY TV	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 1% a	- -%	1 1% a	- -%	1 *% a	- -%
MOBILE PHONE AND PAY TV	1 *%	- -%	1 *%	- -%	1 *%	* *%	1 *%	- -%	- -%	- -%	1 1% a	- -%	1 1% a	* *%	1 *%	* *%
NONE	655 44%	113 80% b	50 6%	163 85% b	- -%	60 10%	103 27% acd	16 15% a	12 17% a	574 45% b	10 8%	584 45% b	- -%	377 41%	207 43%	67 49% 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 : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Landline service	786	3	769	3	768	507	265	86	53	101	450	105	447	322	229	**	**
	52%	4%	87%	3%	93%	82%	81%	78%	76%	56%	88%	53%	91%	83%	76%	**	**
			a		a						a		a	b			
Mobile phone service	106	2	102	2	102	74	29	14	9	21	49	21	49	47	23	**	**
	7%	2%	12%	1%	12%	12%	9%	13%	13%	12%	10%	11%	10%	12%	8%	**	**
			a		a	b								b			
Fixed broadband service	827	-	827	-	827	543	283	91	57	104	481	108	477	345	240	**	**
	55%	-%	94%	-%	100%	88%	86%	83%	81%	58%	94%	55%	97%	89%	80%	**	**
			a		a	d					a		a	b			
Pay TV service	493	1	478	2	477	327	152	47	27	-	493	-	493	298	195	**	**
	33%	2%	54%	1%	58%	53%	46%	42%	39%	-%	97%	-%	100%	77%	65%	**	**
			a		a	bcd					a		a	b			
SERVICES CONSIDER TO BE A PACKAGE																	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	-	386	-	386	266	120	38	22	-	386	-	386	231	155	**	**
	26%	-%	44%	-%	47%	43%	36%	34%	32%	-%	76%	-%	78%	59%	51%	**	**
			a		a	bcd					a		a	b			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	-	296	-	296	176	120	35	24	84	4	88	1	41	48	**	**
	20%	-%	34%	-%	36%	28%	37%	32%	34%	47%	1%	44%	*%	11%	16%	**	**
			a		a		a			b		b			a		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	-	44	-	44	30	14	5	3	-	44	-	44	30	14	**	**
	3%	-%	5%	-%	5%	5%	4%	4%	5%	-%	9%	-%	9%	8%	5%	**	**
			a		a						a		a	b			
FIXED BROADBAND AND PAY TV	45	-	45	-	45	29	16	4	2	-	45	-	45	27	17	**	**
	3%	-%	5%	-%	5%	5%	5%	3%	3%	-%	9%	-%	9%	7%	6%	**	**
			a		a						a		a				

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

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	-	42	-	42	33	9	8	4	16	-	16	-	13	4	**	**
	3%	-%	5%	-%	5%	5%	3%	7%	6%	9%	-%	8%	-%	3%	1%	**	**
			a		a	b		b		b		b		b			
LANDLINE AND PAY TV	15	1	1	2	1	1	1	*	-	-	15	-	15	8	7	**	**
	1%	2%	*%	1%	*%	*%	*%	*%	-%	-%	3%	-%	3%	2%	2%	**	**
		b		b							a		a				
MOBILE PHONE AND FIXED BROADBAND	13	-	13	-	13	9	4	2	1	4	1	4	1	2	2	**	**
	1%	-%	1%	-%	2%	1%	1%	2%	2%	2%	*%	2%	*%	1%	1%	**	**
										b		b					
LANDLINE AND MOBILE PHONE	3	2	-	2	-	1	1	-	-	1	-	1	-	-	1	**	**
	*%	2%	-%	1%	-%	*%	*%	-%	-%	*%	-%	*%	-%	-%	*%	**	**
		b		b													
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	2	-	2	1	1	-	-	-	2	-	2	1	*	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	-	-	-	-	-	-	-	1	-	1	-	1	**	**
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	**	**
MOBILE PHONE AND PAY TV	1	-	1	-	1	*	1	-	-	-	1	-	1	*	1	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
NONE	655	63	55	118	-	75	43	18	13	75	14	89	-	36	52	**	**
	44%	96%	6%	97%	-%	12%	13%	17%	19%	42%	3%	45%	-%	9%	17%	**	**
		b		b					a	b		b			a		

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

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Landline service	786	82	108	**	**	552	190	383	403	288	385	**	66	-
	52%	51%	39%	**	**	80%	44%	59%	47%	89%	98%	**	49%	-%
		b				b		b		de	ade		e	
Mobile phone service	106	15	14	**	**	69	28	49	57	1	-	**	62	-
	7%	9%	5%	**	**	10%	6%	8%	7%	*%	-%	**	45%	-%
		b				b							abe	
Fixed broadband service	827	85	110	**	**	586	194	415	412	288	386	**	106	-
	55%	53%	40%	**	**	85%	45%	64%	48%	89%	98%	**	78%	-%
		b				b		b		de	ade		e	
Pay TV service	493	-	-	**	**	493	-	253	240	1	382	**	63	-
	33%	-%	-%	**	**	71%	-%	39%	28%	*%	97%	**	46%	-%
						b		b			ade		ae	
SERVICES CONSIDER TO BE A PACKAGE														
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	-	-	**	**	386	-	205	180	-	382	**	-	-
	26%	-%	-%	**	**	56%	-%	32%	21%	-%	97%	**	-%	-%
						b		b			ade			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	70	97	**	**	89	167	136	160	288	3	**	5	-
	20%	44%	35%	**	**	13%	38%	21%	19%	89%	1%	**	4%	-%
		b					a			bde	e		be	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	-	-	**	**	44	-	18	26	-	-	**	-	-
	3%	-%	-%	**	**	6%	-%	3%	3%	-%	-%	**	-%	-%
						b								
FIXED BROADBAND AND PAY TV	45	-	-	**	**	45	-	26	18	-	1	**	44	-
	3%	-%	-%	**	**	6%	-%	4%	2%	-%	*%	**	32%	-%
						b		b					abe	

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

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	12	10	**	**	16	22	21	21	-	-	**	42	-
	3%	8%	4%	**	**	2%	5%	3%	2%	-%	-%	**	31%	-%
		b					a						abe	
LANDLINE AND PAY TV	15	-	-	**	**	15	-	2	13	-	-	**	15	-
	1%	-%	-%	**	**	2%	-%	*%	2%	-%	-%	**	11%	-%
						b			a				abe	
MOBILE PHONE AND FIXED BROADBAND	13	3	3	**	**	5	5	7	6	-	-	**	13	-
	1%	2%	1%	**	**	1%	1%	1%	1%	-%	-%	**	10%	-%
													abe	
LANDLINE AND MOBILE PHONE	3	-	1	**	**	1	1	*	2	-	-	**	3	-
	*%	-%	*%	**	**	*%	*%	*%	*%	-%	-%	**	2%	-%
													abe	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	-	**	**	2	-	1	*	-	-	**	2	-
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	1%	-%
													abe	
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	**	1	-	-	1	-	-	**	1	-
	*%	-%	-%	**	**	*%	-%	-%	*%	-%	-%	**	1%	-%
													abe	
MOBILE PHONE AND PAY TV	1	-	-	**	**	1	-	-	1	1	-	**	1	-
	*%	-%	-%	**	**	*%	-%	-%	*%	*%	-%	**	1%	-%
													be	
NONE	655	75	165	**	**	89	241	230	425	36	8	**	12	598
	44%	47%	60%	**	**	13%	55%	36%	50%	11%	2%	**	9%	100%
			a				a		a	b			b	abd

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

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Landline service	786	52	347	269	667	117	41	184	347	254	384	402	262	243	131	151	505	282
	52%	21%	60%	64%	54%	47%	35%	37%	65%	54%	51%	54%	68%	53%	51%	38%	60%	43%
			adef	adef	aef	af	a		ac	a			bcd	d	d		b	
Mobile phone service	106	3	40	43	86	18	7	18	48	38	55	51	28	42	14	22	70	36
	7%	1%	7%	10%	7%	7%	6%	4%	9%	8%	7%	7%	7%	9%	5%	6%	8%	5%
			a	abdf	a	a	a		a	a				cd			b	
Fixed broadband service	827	59	372	283	714	111	33	206	369	250	404	423	271	264	138	154	535	292
	55%	24%	64%	67%	57%	44%	28%	42%	69%	53%	54%	56%	70%	58%	54%	39%	63%	45%
			adef	adef	aef	af			ac	a			bcd	d	d		b	
Pay TV service	493	39	229	167	435	57	19	131	230	131	239	254	165	167	78	82	332	161
	33%	16%	40%	39%	35%	22%	16%	27%	43%	28%	32%	34%	43%	37%	30%	21%	39%	25%
			adef	adef	aef	af			ac				bcd	cd	d		b	
SERVICES CONSIDER TO BE A PACKAGE																		
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	31	192	128	351	34	9	105	188	92	188	198	138	126	62	59	264	121
	26%	13%	33%	30%	28%	14%	8%	21%	35%	20%	25%	26%	36%	28%	24%	15%	31%	19%
			adef	aef	aef	f			ac				bcd	d	d		b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	18	120	101	240	56	18	65	115	115	143	153	93	79	56	68	172	124
	20%	7%	21%	24%	19%	22%	16%	13%	21%	25%	19%	20%	24%	17%	22%	17%	20%	19%
			a	adf	a	af	a		a	a			bd		bd			
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	1	14	21	36	7	2	6	20	17	21	23	9	18	4	12	28	16
	3%	1%	2%	5%	3%	3%	2%	1%	4%	4%	3%	3%	2%	4%	2%	3%	3%	2%
			a	abdf	a	a			a	a				c				
FIXED BROADBAND AND PAY TV	45	7	21	13	41	4	-	19	18	8	22	23	12	18	7	7	30	14
	3%	3%	4%	3%	3%	2%	-%	4%	3%	2%	3%	3%	3%	4%	3%	2%	4%	2%
		f	ef	f	ef	f		c	c					d			b	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	2	19	14	34	8	3	7	20	15	23	19	16	15	5	6	31	11
	3%	1%	3%	3%	3%	3%	3%	1%	4%	3%	3%	3%	4%	3%	2%	1%	4%	2%
			a	a	a	a	a		a	a			cd	d			b	
LANDLINE AND PAY TV	15	-	2	3	5	10	7	-	3	12	6	9	5	3	3	4	8	7
	1%	-%	*%	1%	*%	4%	6%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
						abcd	abcd		a	ab								
MOBILE PHONE AND FIXED BROADBAND	13	-	7	5	12	1	*	4	7	3	6	7	3	6	2	2	9	4
	1%	-%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			a	a														
LANDLINE AND MOBILE PHONE	3	-	*	1	2	1	1	*	1	1	2	1	-	1	*	1	1	2
	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	1	-	1	1	*	-	1	1	*	1	1	-	*	1	-	*	1
	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	1	1	*	*	-	-	1	1	*	-	*	-	1	*	1
	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%
MOBILE PHONE AND PAY TV	1	-	*	1	1	-	-	*	-	1	1	*	-	1	*	-	1	*
	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%	-%	*%	*%
NONE	655	185	205	135	525	129	76	285	164	205	335	320	111	190	116	238	301	354
	44%	76%	35%	32%	42%	51%	65%	58%	31%	44%	45%	43%	29%	41%	45%	60%	36%	54%
		bcdef			bc	bcd	bcde	bc		b				a	a	abc		a

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

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Landline service	786	686	100	655	71	42	**
	52%	52%	54%	52%	55%	55%	**
Mobile phone service	106	91	15	90	11	4	**
	7%	7%	8%	7%	9%	6%	**
Fixed broadband service	827	722	105	698	74	39	**
	55%	55%	57%	55%	57%	52%	**
Pay TV service	493	448	45	409	42	31	**
	33%	34%	24%	33%	33%	41%	**
		b					
SERVICES CONSIDER TO BE A PACKAGE							
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	386	349	36	318	34	24	**
	26%	27%	20%	25%	26%	31%	**
		b					
DUAL PLAY - LANDLINE AND FIXED BROADBAND	296	245	51	250	27	12	**
	20%	19%	27%	20%	21%	16%	**
			a				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	44	40	4	37	4	3	**
	3%	3%	2%	3%	3%	3%	**
FIXED BROADBAND AND PAY TV	45	42	3	41	3	1	**
	3%	3%	2%	3%	2%	1%	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	42	34	8	38	4	*	**
	3%	3%	4%	3%	3%	*%	**
LANDLINE AND PAY TV	15	13	2	10	1	2	**
	1%	1%	1%	1%	1%	3%	**
						a	

Columns Tested: 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.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
MOBILE PHONE AND FIXED BROADBAND	13	10	3	11	2	-	**
	1%	1%	2%	1%	1%	-%	**
LANDLINE AND MOBILE PHONE	3	3	-	2	1	-	**
	*%	*%	-%	*%	1%	-%	**
					a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	2	-	2	-	-	**
	*%	*%	-%	*%	-%	-%	**
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	-	1	**
	*%	*%	-%	-%	-%	2%	**
						ab	
MOBILE PHONE AND PAY TV	1	1	-	1	-	-	**
	*%	*%	-%	*%	-%	-%	**
NONE	655	576	79	550	53	33	**
	44%	44%	43%	44%	41%	44%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 41

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Landline service	192	140	52	192	-	72	120	16	12	129	14	136	7	77	66	12
	13%	100%	6%	100%	-%	12%	31%	15%	18%	10%	11%	11%	6%	8%	14%	9%
		b		b			acd								ac	
Mobile phone service	1294	89	714	136	667	494	309	87	52	1276	18	1294	-	841	453	120
	86%	64%	85%	71%	85%	83%	80%	81%	76%	100%	15%	100%	-%	91%	95%	88%
			a		a	d				b		b			ac	
Fixed broadband service	121	29	52	79	3	41	40	11	7	101	11	111	2	71	42	13
	8%	21%	6%	41%	*%	7%	10%	11%	10%	8%	9%	9%	2%	8%	9%	9%
		b		b			a					b				
Pay TV service	197	22	133	50	105	86	69	19	10	155	25	159	21	113	66	13
	13%	16%	16%	26%	13%	14%	18%	18%	15%	12%	20%	12%	20%	12%	14%	9%
				b			a				a		a			
Free TV service	435	77	208	95	190	138	147	30	20	344	37	353	28	222	159	26
	29%	55%	25%	50%	24%	23%	38%	28%	29%	27%	30%	27%	27%	24%	33%	19%
		b		b			acd								ac	
NONE	72	-	69	-	69	48	21	9	9	-	55	-	55	41	13	10
	5%	-%	8%	-%	9%	8%	6%	9%	14%	-%	44%	-%	52%	4%	3%	7%
			a		a	b			ab		a		a	b		b

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 41

Any break column with 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Landline service	192	27	81	79	29	67	40	10	9	37	36	50	23	35	38	**	**
	13%	41%	9%	65%	4%	11%	12%	9%	12%	21%	7%	26%	5%	9%	13%	**	**
		b		b						b		b			a		
Mobile phone service	1294	60	752	111	701	529	283	93	58	143	445	159	429	327	262	**	**
	86%	91%	85%	91%	85%	85%	86%	85%	83%	80%	87%	81%	87%	84%	87%	**	**
				b							a		a				
Fixed broadband service	121	65	56	121	-	76	45	19	13	31	15	45	2	19	27	**	**
	8%	100%	6%	100%	-%	12%	14%	17%	19%	17%	3%	23%	*%	5%	9%	**	**
		b		b					a	b		b			a		
Pay TV service	197	14	139	45	108	95	58	18	13	180	17	197	-	91	106	**	**
	13%	22%	16%	37%	13%	15%	18%	16%	18%	100%	3%	100%	-%	23%	35%	**	**
				b						b		b			a		
Free TV service	435	32	214	52	194	151	96	35	23	-	-	-	-	-	-	**	**
	29%	49%	24%	43%	23%	24%	29%	32%	33%	-%	-%	-%	-%	-%	-%	**	**
		b		b			a	a	a								
NONE	72	-	65	-	65	43	22	6	4	-	61	-	61	39	23	**	**
	5%	-%	7%	-%	8%	7%	7%	6%	6%	-%	12%	-%	12%	10%	8%	**	**
			a		a						a		a				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 41

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Landline service	192	26	69	**	**	74	95	56	136	36	8	**	37	109
	13%	17%	25%	**	**	11%	22%	9%	16%	11%	2%	**	27%	18%
			a				a		a	b			abe	ab
Mobile phone service	1294	128	225	**	**	588	354	584	710	306	384	**	67	532
	86%	80%	82%	**	**	85%	81%	90%	83%	94%	98%	**	49%	89%
						b		b		de	ade			d
Fixed broadband service	121	22	30	**	**	47	52	55	66	36	8	**	14	61
	8%	14%	11%	**	**	7%	12%	9%	8%	11%	2%	**	10%	10%
							a			b			b	b
Pay TV service	197	-	-	**	**	197	-	97	100	100	11	**	27	57
	13%	-%	-%	**	**	29%	-%	15%	12%	31%	3%	**	20%	10%
						b		b		bde			be	b
Free TV service	435	159	276	**	**	-	435	120	315	179	-	**	37	219
	29%	100%	100%	**	**	-%	100%	18%	37%	55%	-%	**	27%	37%
							a		a	bde			b	bd
NONE	72	-	-	**	**	62	-	26	46	5	9	**	16	-
	5%	-%	-%	**	**	9%	-%	4%	5%	1%	2%	**	12%	-%
						b				e	e		abe	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 41

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Landline service	192	5	46	51	102	90	55	18	53	120	96	96	44	56	29	62	101	91
	13%	2%	8%	12%	8%	36%	47%	4%	10%	26%	13%	13%	11%	12%	11%	16%	12%	14%
			a	abd	a	abcd	abcde		a	ab						ac		
Mobile phone service	1294	237	530	353	1120	173	69	469	469	355	640	654	342	393	226	333	735	559
	86%	97%	92%	84%	90%	69%	59%	95%	87%	76%	86%	87%	88%	86%	88%	84%	87%	85%
		bcdef	cef	ef	cef	f		bc	c				d		d			
Fixed broadband service	121	14	52	36	101	20	8	30	52	39	64	57	36	37	24	24	73	48
	8%	6%	9%	8%	8%	8%	7%	6%	10%	8%	9%	8%	9%	8%	9%	6%	9%	7%
			a						a				d		d			
Pay TV service	197	14	80	70	165	32	15	42	82	73	97	100	63	60	33	41	123	74
	13%	6%	14%	17%	13%	13%	13%	9%	15%	16%	13%	13%	16%	13%	13%	10%	15%	11%
			a	ade	a	a	a		a	a			d				b	
Free TV service	435	20	151	125	296	138	70	84	136	214	218	217	93	96	77	169	189	246
	29%	8%	26%	30%	24%	55%	60%	17%	25%	46%	29%	29%	24%	21%	30%	42%	22%	38%
			a	ad	a	abcd	abcd		a	ab					ab	abc		a
NONE	72	2	19	32	53	18	9	10	27	34	35	37	15	26	11	20	42	30
	5%	1%	3%	8%	4%	7%	7%	2%	5%	7%	5%	5%	4%	6%	4%	5%	5%	5%
			a	abd	a	abd	abd		a	a								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Landline service	192	159	33	164	17	4	**
	13%	12%	18%	13%	13%	6%	**
			a	c	c		
Mobile phone service	1294	1141	154	1090	106	66	**
	86%	87%	83%	87%	82%	86%	**
Fixed broadband service	121	101	20	103	12	3	**
	8%	8%	11%	8%	9%	4%	**
			a				
Pay TV service	197	163	34	170	14	10	**
	13%	12%	19%	14%	11%	13%	**
			a				
Free TV service	435	380	55	362	45	18	**
	29%	29%	30%	29%	35%	24%	**
					ac		
NONE	72	63	9	57	8	6	**
	5%	5%	5%	5%	6%	7%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 42

Any break column with 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. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1557	51	1465	53	1463	986	530	165	107	1271	217	1287	201	986	502	131
Effective Weighted Sample	1417	48	1335	50	1333	899	484	150	98	1159	198	1173	184	902	455	119
Total	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	360 43%	** **	347 44%	** **	347 44%	230 43%	122 43%	53 59% ab	32 56% ab	316 45% b	37 33%	320 45% b	33 31%	240 44%	113 42%	34 49%
TV service	112 13%	** **	108 14%	** **	107 14%	81 15% b	30 11%	13 14%	9 16%	98 14%	12 10%	100 14%	10 10%	84 15% b	26 10%	10 14%
Landline phone (i.e. home phone) or line rental	32 4%	** **	32 4%	** **	32 4%	18 3%	14 5%	3 3%	2 4%	20 3%	8 7% a	21 3%	7 7% a	16 3%	12 4%	3 4%
Mobile phone	28 3%	** **	24 3%	** **	24 3%	19 4%	6 2%	6 6% b	3 5%	- -%	28 25% a	- -%	28 27% a	22 4%	6 2%	6 8% ab
All of these services are equally important	397 47%	** **	362 46%	** **	361 46%	251 47% cd	128 45% cd	30 33%	19 34%	326 47%	53 46%	329 46%	50 47%	246 45%	133 49% c	27 39%
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	281 33%	** **	268 34%	** **	268 34%	166 31%	107 38% a	40 44% a	24 41% a	257 37% b	18 16%	260 37% b	15 14%	178 33%	97 36%	24 34%
FIXED BROADBAND AND PAY TV	59 7%	** **	59 7%	** **	59 8%	47 9% b	12 4%	10 11% b	7 12% b	55 8% b	2 2%	56 8% b	2 2%	45 8% b	13 5%	5 7%
PAY TV ONLY	49 6%	** **	44 6%	** **	44 6%	32 6%	16 6%	3 3%	2 4%	42 6%	6 5%	43 6%	5 5%	37 7% b	11 4%	5 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.

Q10A. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		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
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1557	51	1465	53	1463	986	530	165	107	1271	217	1287	201	986	502	131
Effective Weighted Sample	1417	48	1335	50	1333	899	484	150	98	1159	198	1173	184	902	455	119
Total	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
LANDLINE ONLY	24	**	24	**	24	12	12	2	2	16	4	16	3	11	9	2
	3%	**	3%	**	3%	2%	4%	2%	3%	2%	3%	2%	3%	2%	3%	2%
							a									
MOBILE PHONE ONLY	14	**	10	**	10	7	4	3	2	-	14	-	14	9	5	2
	2%	**	1%	**	1%	1%	1%	3%	3%	-%	12%	-%	13%	2%	2%	3%
											a		a			
MOBILE PHONE AND FIXED BROADBAND	11	**	11	**	11	9	2	3	1	-	11	-	11	11	1	4
	1%	**	1%	**	1%	2%	1%	3%	1%	-%	10%	-%	11%	2%	*%	6%
								b			a		a	b		ab
LANDLINE AND FIXED BROADBAND	6	**	6	**	6	5	1	1	1	4	2	4	2	4	2	1
	1%	**	1%	**	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	2	**	2	2	-	-	-	-	2	-	2	2	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	2%	-%	2%	*%	-%	-%
											a		a			
LANDLINE, FIXED BROADBAND AND PAY TV	2	**	2	**	2	*	1	-	-	-	2	-	2	1	1	-
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	1%	-%	1%	*%	*%	-%
											a		a			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	**	1	**	1	1	-	-	-	-	1	-	1	1	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	1%	-%	1%	*%	-%	-%
											a		a			
LANDLINE AND PAY TV	*	**	*	**	*	*	-	-	-	*	-	*	-	-	*	-
	*%	**	*%	**	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%
MOBILE PHONE AND PAY TV	*	**	*	**	*	-	*	-	-	-	*	-	*	-	*	-
	*%	**	*%	**	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%
											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.

Q10A. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	7	1524	8	1523	993	538	165	106	187	852	193	846	607	432	80	47
Effective Weighted Sample	1417	7	1387	8	1386	905	489	149	96	174	796	180	790	568	402	75	44
Total	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	48	27
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	360 43%	** **	360 44%	** **	360 44%	241 44%	119 42%	54 59% ab	31 54% ab	47 45% b	182 37%	48 44%	181 37%	141 40%	88 35%	** **	** **
TV service	112 13%	** **	110 13%	** **	109 13%	77 14%	33 12%	12 14%	8 14%	- -%	112 23% a	- -%	112 23% a	66 19%	46 19%	** **	** **
Landline phone (i.e. home phone) or line rental	32 4%	** **	29 4%	** **	29 4%	15 3%	15 5% a	2 3%	2 3%	5 4%	13 3%	5 4%	13 3%	7 2%	11 4% a	** **	** **
Mobile phone	28 3%	** **	28 3%	** **	28 3%	20 4%	8 3%	5 5%	1 2%	7 7% b	9 2%	7 6% b	9 2%	13 4% b	4 1%	** **	** **
All of these services are equally important	397 47%	** **	385 47%	** **	385 47%	256 47% c	130 46% c	31 34%	21 38%	51 49%	255 51%	54 50%	253 51%	176 50%	130 52%	** **	** **
SERVICE/S CONSIDERED MORE IMPORTANT																	
FIXED BROADBAND ONLY	281 33%	** **	281 34%	** **	281 34%	180 33%	101 35%	41 45% ab	24 43% a	42 40% b	112 22%	43 40% b	111 22%	95 27%	59 24%	** **	** **
FIXED BROADBAND AND PAY TV	59 7%	** **	59 7%	** **	59 7%	45 8% b	14 5%	9 10% b	5 10%	- -%	59 12% a	- -%	59 12% a	36 10%	23 9%	** **	** **
PAY TV ONLY	49 6%	** **	46 6%	** **	46 6%	29 5%	17 6%	3 4%	2 4%	- -%	49 10% a	- -%	49 10% a	27 8%	22 9%	** **	** **

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

Q10A. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1557	7	1524	8	1523	993	538	165	106	187	852	193	846	607	432	80	47
Effective Weighted Sample	1417	7	1387	8	1386	905	489	149	96	174	796	180	790	568	402	75	44
Total	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	48	27
LANDLINE ONLY	24	**	21	**	21	10	12	2	2	5	6	5	6	3	7	**	**
	3%	**	3%	**	3%	2%	4%	2%	3%	4%	1%	4%	1%	1%	3%	**	**
							a			b		b			a		
MOBILE PHONE ONLY	14	**	13	**	13	8	6	1	*	2	4	2	4	5	1	**	**
	2%	**	2%	**	2%	2%	2%	2%	1%	2%	1%	2%	1%	1%	*%	**	**
MOBILE PHONE AND FIXED BROADBAND	11	**	11	**	11	9	2	3	1	5	3	5	3	5	2	**	**
	1%	**	1%	**	1%	2%	1%	4%	2%	4%	1%	4%	1%	1%	1%	**	**
								b		b		b					
LANDLINE AND FIXED BROADBAND	6	**	6	**	6	5	1	1	-	-	5	-	5	2	3	**	**
	1%	**	1%	**	1%	1%	*%	1%	-%	-%	1%	-%	1%	1%	1%	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	2	**	2	2	-	-	-	-	2	-	2	2	-	**	**
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	**	**
LANDLINE, FIXED BROADBAND AND PAY TV	2	**	2	**	2	*	1	-	-	-	2	-	2	*	1	**	**
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	**	1	**	1	1	-	-	-	-	1	-	1	1	-	**	**
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	**	**
LANDLINE AND PAY TV	*	**	*	**	*	-	*	-	-	-	*	-	*	-	*	**	**
	*%	**	*%	**	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	**	**
MOBILE PHONE AND PAY TV	*	**	*	**	*	*	-	-	-	-	*	-	*	*	-	**	**
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 42

Any break column with 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. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1557	153	209	24	16	1040	362	701	856	590	659	90	220	-
Effective Weighted Sample	1417	140	194	22	14	971	334	647	779	523	618	85	198	-
Total	845	85	111	14	9	602	195	417	428	288	386	48	124	-
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	360	49	58	**	**	229	106	201	159	157	154	**	35	**
	43%	58%	52%	**	**	38%	54%	48%	37%	55%	40%	**	28%	**
							a	b		bd	d			
TV service	112	-	-	**	**	112	-	59	54	-	94	**	7	**
	13%	-%	-%	**	**	19%	-%	14%	13%	-%	24%	**	6%	**
						b					ad		a	
Landline phone (i.e. home phone) or line rental	32	3	8	**	**	18	11	7	25	15	8	**	6	**
	4%	3%	7%	**	**	3%	5%	2%	6%	5%	2%	**	4%	**
							a		a	b			b	
Mobile phone	28	6	4	**	**	16	10	16	12	-	-	**	19	**
	3%	7%	4%	**	**	3%	5%	4%	3%	-%	-%	**	15%	**
							a						ab	
All of these services are equally important	397	31	41	**	**	307	72	186	211	115	191	**	67	**
	47%	37%	37%	**	**	51%	37%	44%	49%	40%	49%	**	54%	**
						b					a		a	
SERVICE/S CONSIDERED MORE IMPORTANT														
FIXED BROADBAND ONLY	281	45	58	**	**	154	103	152	128	157	94	**	25	**
	33%	54%	52%	**	**	26%	53%	36%	30%	55%	24%	**	20%	**
							a	b		bd				
FIXED BROADBAND AND PAY TV	59	-	-	**	**	59	-	35	24	-	57	**	-	**
	7%	-%	-%	**	**	10%	-%	9%	6%	-%	15%	**	-%	**
						b		b			ad			
PAY TV ONLY	49	-	-	**	**	49	-	22	27	-	37	**	7	**
	6%	-%	-%	**	**	8%	-%	5%	6%	-%	10%	**	6%	**
						b					a		a	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 42

Any break column with 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. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	~e
Unweighted total	1557	153	209	24	16	1040	362	701	856	590	659	90	220	-
Effective Weighted Sample	1417	140	194	22	14	971	334	647	779	523	618	85	198	-
Total	845	85	111	14	9	602	195	417	428	288	386	48	124	-
LANDLINE ONLY	24	2	8	**	**	10	10	3	21	15	3	**	5	**
	3%	3%	7%	**	**	2%	5%	1%	5%	5%	1%	**	4%	**
							a		a	b			b	
MOBILE PHONE ONLY	14	3	4	**	**	6	7	6	8	-	-	**	10	**
	2%	3%	4%	**	**	1%	4%	1%	2%	-%	-%	**	8%	**
							a						ab	
MOBILE PHONE AND FIXED BROADBAND	11	3	-	**	**	7	3	8	3	-	-	**	9	**
	1%	3%	-%	**	**	1%	1%	2%	1%	-%	-%	**	7%	**
		b						b					ab	
LANDLINE AND FIXED BROADBAND	6	*	-	**	**	5	*	3	2	-	4	**	1	**
	1%	1%	-%	**	**	1%	*%	1%	1%	-%	1%	**	1%	**
											a		a	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	-	-	**	**	2	-	1	1	-	-	**	-	**
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	-%	**
LANDLINE, FIXED BROADBAND AND PAY TV	2	-	-	**	**	2	-	*	1	-	-	**	-	**
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	-%	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	-	-	**	**	1	-	*	*	-	-	**	-	**
	*%	-%	-%	**	**	*%	-%	*%	*%	-%	-%	**	-%	**
LANDLINE AND PAY TV	*	-	-	**	**	*	-	-	*	-	*	**	-	**
	*%	-%	-%	**	**	*%	-%	-%	*%	-%	*%	**	-%	**
MOBILE PHONE AND PAY TV	*	-	-	**	**	*	-	-	*	-	-	**	-	**
	*%	-%	-%	**	**	*%	-%	-%	*%	-%	-%	**	-%	**

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

Q10A. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1557	92	573	574	1239	314	102	324	634	595	726	831	424	502	332	299	926	631
Effective Weighted Sample	1417	87	537	541	1145	306	98	303	585	560	657	765	396	462	315	275	851	581
Total	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	360	**	189	121	336	24	6	101	174	85	183	177	130	105	58	67	235	125
	43%	**	50%	42%	47%	20%	14%	49%	47%	32%	44%	41%	47%	39%	41%	42%	43%	42%
			cef	ef	ef			c	c				b					
TV service	112	**	54	38	102	10	2	31	52	28	55	57	39	35	19	19	73	39
	13%	**	14%	13%	14%	8%	5%	15%	14%	11%	13%	13%	14%	13%	14%	12%	14%	13%
			ef	ef	ef			c										
Landline phone (i.e. home phone) or line rental	32	**	4	14	19	14	6	3	7	23	16	16	10	7	6	9	17	15
	4%	**	1%	5%	3%	11%	16%	1%	2%	9%	4%	4%	4%	3%	4%	6%	3%	5%
				bd	b	bcd	bcd			ab						b		
Mobile phone	28	**	15	10	26	1	*	8	15	4	14	14	7	11	4	6	19	9
	3%	**	4%	3%	4%	1%	1%	4%	4%	2%	3%	3%	3%	4%	3%	4%	3%	3%
			e	e	e				c									
All of these services are equally important	397	**	153	135	315	81	28	84	166	146	189	208	123	136	68	70	259	138
	47%	**	41%	47%	44%	66%	69%	41%	44%	56%	46%	48%	44%	51%	48%	44%	48%	46%
				b		bcd	bcd			ab				a				
SERVICE/S CONSIDERED MORE IMPORTANT																		
FIXED BROADBAND ONLY	281	**	149	93	262	18	4	81	134	65	141	139	99	80	45	56	179	102
	33%	**	40%	32%	36%	15%	10%	39%	36%	25%	34%	32%	36%	30%	32%	35%	33%	34%
			cef	ef	ef			c	c									
FIXED BROADBAND AND PAY TV	59	**	32	19	56	3	1	16	31	12	31	28	23	17	10	8	40	19
	7%	**	9%	7%	8%	2%	3%	8%	8%	5%	7%	7%	8%	7%	7%	5%	7%	6%
			e	e	e			c	c									
PAY TV ONLY	49	**	22	16	42	6	1	14	20	14	23	26	15	16	9	9	30	18
	6%	**	6%	6%	6%	5%	2%	7%	5%	5%	6%	6%	5%	6%	7%	6%	6%	6%

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

Q10A. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1557	92	573	574	1239	314	102	324	634	595	726	831	424	502	332	299	926	631
Effective Weighted Sample	1417	87	537	541	1145	306	98	303	585	560	657	765	396	462	315	275	851	581
Total	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
LANDLINE ONLY	24	**	3	10	13	11	6	2	5	17	12	12	7	4	4	8	11	12
	3%	**	1%	3%	2%	9%	15%	1%	1%	6%	3%	3%	3%	2%	3%	5%	2%	4%
				bd		bcd	bcd			ab						b		a
MOBILE PHONE ONLY	14	**	8	4	13	-	-	5	7	1	7	7	2	6	2	4	8	6
	2%	**	2%	1%	2%	-%	-%	2%	2%	1%	2%	2%	1%	2%	1%	3%	1%	2%
			e	e	e			c	c					a		a		
MOBILE PHONE AND FIXED BROADBAND	11	**	6	4	11	-	-	2	7	2	6	5	5	5	1	1	10	2
	1%	**	2%	2%	2%	-%	-%	1%	2%	1%	1%	1%	2%	2%	1%	*%	2%	1%
			e	e	e												b	
LANDLINE AND FIXED BROADBAND	6	**	1	3	4	2	-	1	1	3	3	3	2	2	1	1	4	2
	1%	**	*%	1%	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	**	-	1	2	-	-	1	1	-	1	1	1	1	-	1	1	1
	*%	**	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%
LANDLINE, FIXED BROADBAND AND PAY TV	2	**	-	1	1	*	-	-	-	2	1	1	1	1	-	-	2	-
	*%	**	-%	*%	*%	*%	-%	-%	-%	1%	*%	*%	*%	*%	-%	-%	*%	-%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	**	-	-	-	1	*	-	-	1	1	-	*	-	*	-	*	*
	*%	**	-%	-%	-%	1%	1%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%
						d	bcd											
LANDLINE AND PAY TV	*	**	-	*	*	-	-	-	-	*	-	*	-	-	-	*	-	*
	*%	**	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%
MOBILE PHONE AND PAY TV	*	**	-	*	*	-	-	-	*	-	-	*	-	-	-	*	-	*
	*%	**	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%

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

Q10A. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1557	1345	212	1294	146	81	36
Effective Weighted Sample	1417	1226	192	1180	132	74	32
Total	845	739	106	709	75	43	17
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	360	314	47	313	28	**	**
	43%	42%	44%	44%	38%	**	**
TV service	112	102	11	93	8	**	**
	13%	14%	10%	13%	11%	**	**
Landline phone (i.e. home phone) or line rental	32	26	6	27	3	**	**
	4%	4%	6%	4%	4%	**	**
Mobile phone	28	25	3	26	1	**	**
	3%	3%	3%	4%	2%	**	**
All of these services are equally important	397	347	50	321	40	**	**
	47%	47%	47%	45%	53%	**	**
SERVICE/S CONSIDERED MORE IMPORTANT							
FIXED BROADBAND ONLY	281	243	37	245	23	**	**
	33%	33%	35%	35%	30%	**	**
FIXED BROADBAND AND PAY TV	59	53	6	49	4	**	**
	7%	7%	5%	7%	5%	**	**
PAY TV ONLY	49	45	4	41	4	**	**
	6%	6%	4%	6%	5%	**	**
LANDLINE ONLY	24	20	4	19	3	**	**
	3%	3%	4%	3%	4%	**	**
MOBILE PHONE ONLY	14	13	1	14	-	**	**
	2%	2%	1%	2%	-%	**	**

Columns Tested: 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.

Q10A. SHOWCARD Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1557	1345	212	1294	146	81	36
Effective Weighted Sample	1417	1226	192	1180	132	74	32
Total	845	739	106	709	75	43	17
MOBILE PHONE AND FIXED BROADBAND	11	10	1	10	1	**	**
	1%	1%	1%	1%	1%	**	**
LANDLINE AND FIXED BROADBAND	6	4	2	5	*	**	**
	1%	*%	2%	1%	*%	**	**
			a				
MOBILE PHONE, FIXED BROADBAND AND PAY TV	2	1	1	1	1	**	**
	*%	*%	1%	*%	1%	**	**
LANDLINE, FIXED BROADBAND AND PAY TV	2	2	-	2	-	**	**
	*%	*%	-%	*%	-%	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	1	-	1	-	**	**
	*%	*%	-%	*%	-%	**	**
LANDLINE AND PAY TV	*	*	-	*	-	**	**
	*%	*%	-%	*%	-%	**	**
MOBILE PHONE AND PAY TV	*	*	-	*	-	**	**
	*%	*%	-%	*%	-%	**	**

Columns Tested: 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.

Q10B. SHOWCARD Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		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
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	4	-	4	-	4	3	1	-	-	-	4	-	4	3	1	1
Effective Weighted Sample	4	-	4	-	4	3	1	-	-	-	4	-	4	3	1	1
Total	2	-	2	-	2	1	1	-	-	-	2	-	2	1	1	*
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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. SHOWCARD Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	4	-	4	-	4	2	2	-	-	-	4	-	4	2	2	-	-
Effective Weighted Sample	4	-	4	-	4	2	2	-	-	-	4	-	4	2	2	-	-
Total	2	-	2	-	2	1	1	-	-	-	2	-	2	1	1	-	-
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																	
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q10B. SHOWCARD Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d	~e
Unweighted total	4	-	-	-	-	4	-	1	3	2	-	-	4	-
Effective Weighted Sample	4	-	-	-	-	4	-	1	3	2	-	-	4	-
Total	2	-	-	-	-	2	-	*	1	1	-	-	2	-
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT														
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q10B. SHOWCARD Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	4	-	1	2	3	1	-	1	-	3	1	3	1	2	1	-	3	1
Effective Weighted Sample	4	-	1	2	3	1	-	1	-	3	1	3	1	2	1	-	3	1
Total	2	-	*	1	1	*	-	*	-	1	1	1	*	1	*	-	1	*
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																		
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q10B. SHOWCARD Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	4	3	1	3	1	-	-
Effective Weighted Sample	4	3	1	3	1	-	-
Total	2	1	*	1	*	-	-
TV service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT							
PAY TV ONLY	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
FIXED BROADBAND ONLY	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 44

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Bundle 1	845	28	788	29	786	532	283	91	57	701	114	710	106	544	272	70
	56%	20%	94%	15%	100%	90%	73%	85%	83%	55%	92%	55%	100%	59%	57%	51%
			a		a	bcd		b	b		a		a	c		
Bundle 2	2	-	2	-	2	1	1	-	-	-	2	-	2	1	1	*
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1%	-%	2%	*%	*%	*%
											a		a			
Standalone - Landline	192	140	52	192	-	72	120	16	12	129	14	136	7	77	66	12
	13%	100%	6%	100%	-%	12%	31%	15%	18%	10%	11%	11%	6%	8%	14%	9%
		b		b			acd								ac	
Standalone - Mobile	1294	89	714	136	667	494	309	87	52	1276	18	1294	-	841	453	120
	86%	64%	85%	71%	85%	83%	80%	81%	76%	100%	15%	100%	-%	91%	95%	88%
			a		a	d				b		b			ac	
Standalone - Broadband	121	29	52	79	3	41	40	11	7	101	11	111	2	71	42	13
	8%	21%	6%	41%	*%	7%	10%	11%	10%	8%	9%	9%	2%	8%	9%	9%
		b		b			a					b				
Standalone - TV	632	99	341	146	294	223	216	49	30	499	62	512	49	336	226	39
	42%	71%	41%	76%	37%	38%	56%	46%	44%	39%	50%	40%	46%	36%	47%	29%
		b		b			acd	a			a			c	ac	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 44

Any break column with 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Bundle 1	845	3	827	3	827	545	285	91	57	105	496	108	493	353	248	**	**
	56%	4%	94%	3%	100%	88%	87%	83%	81%	58%	97%	55%	100%	91%	83%	**	**
			a		a	d					a		a	b			
Bundle 2	2	-	2	-	2	1	1	-	-	-	2	-	2	1	1	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
Standalone - Landline	192	27	81	79	29	67	40	10	9	37	36	50	23	35	38	**	**
	13%	41%	9%	65%	4%	11%	12%	9%	12%	21%	7%	26%	5%	9%	13%	**	**
		b		b						b		b			a		
Standalone - Mobile	1294	60	752	111	701	529	283	93	58	143	445	159	429	327	262	**	**
	86%	91%	85%	91%	85%	85%	86%	85%	83%	80%	87%	81%	87%	84%	87%	**	**
				b							a		a				
Standalone - Broadband	121	65	56	121	-	76	45	19	13	31	15	45	2	19	27	**	**
	8%	100%	6%	100%	-%	12%	14%	17%	19%	17%	3%	23%	*%	5%	9%	**	**
		b		b					a	b		b			a		
Standalone - TV	632	46	353	97	302	245	154	53	36	180	17	197	-	91	106	**	**
	42%	71%	40%	80%	37%	40%	47%	48%	51%	100%	3%	100%	-%	23%	35%	**	**
		b		b			a	a	a	b		b			a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 44

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Bundle 1	845	85	111	**	**	602	195	417	428	288	386	**	124	-
	56%	53%	40%	**	**	87%	45%	64%	50%	89%	98%	**	91%	-%
		b				b		b		e	ade		e	
Bundle 2	2	-	-	**	**	2	-	*	1	1	-	**	2	-
	*%	-%	-%	**	**	*%	-%	*%	*%	*%	-%	**	1%	-%
													be	
Standalone - Landline	192	26	69	**	**	74	95	56	136	36	8	**	37	109
	13%	17%	25%	**	**	11%	22%	9%	16%	11%	2%	**	27%	18%
			a				a		a	b			abe	ab
Standalone - Mobile	1294	128	225	**	**	588	354	584	710	306	384	**	67	532
	86%	80%	82%	**	**	85%	81%	90%	83%	94%	98%	**	49%	89%
						b		b		de	ade			d
Standalone - Broadband	121	22	30	**	**	47	52	55	66	36	8	**	14	61
	8%	14%	11%	**	**	7%	12%	9%	8%	11%	2%	**	10%	10%
							a			b			b	b
Standalone - TV	632	159	276	**	**	197	435	217	415	279	11	**	64	276
	42%	100%	100%	**	**	29%	100%	33%	49%	86%	3%	**	47%	46%
							a		a	bde			b	b

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 44

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Bundle 1	845	59	374	287	721	122	41	207	373	264	413	432	276	268	141	160	544	301
	56%	24%	65%	68%	58%	49%	35%	42%	69%	56%	55%	57%	71%	59%	55%	40%	64%	46%
			adef	adef	aef	af	a		ac	a			bcd	d	d		b	
Bundle 2	2	-	*	1	1	*	-	*	-	1	1	1	*	1	*	-	1	*
	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%
Standalone - Landline	192	5	46	51	102	90	55	18	53	120	96	96	44	56	29	62	101	91
	13%	2%	8%	12%	8%	36%	47%	4%	10%	26%	13%	13%	11%	12%	11%	16%	12%	14%
			a	abd	a	abcd	abcde		a	ab						ac		
Standalone - Mobile	1294	237	530	353	1120	173	69	469	469	355	640	654	342	393	226	333	735	559
	86%	97%	92%	84%	90%	69%	59%	95%	87%	76%	86%	87%	88%	86%	88%	84%	87%	85%
		bcdef	cef	ef	cef	f		bc	c				d		d			
Standalone - Broadband	121	14	52	36	101	20	8	30	52	39	64	57	36	37	24	24	73	48
	8%	6%	9%	8%	8%	8%	7%	6%	10%	8%	9%	8%	9%	8%	9%	6%	9%	7%
			a						a				d		d			
Standalone - TV	632	34	232	195	461	170	85	126	218	287	315	317	155	156	110	210	311	321
	42%	14%	40%	46%	37%	68%	73%	26%	41%	61%	42%	42%	40%	34%	43%	53%	37%	49%
			a	abd	a	abcd	abcd		a	ab			b		b	abc		a

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Bundle 1	845	739	106	709	75	43	**
	56%	56%	57%	56%	59%	56%	**
Bundle 2	2	1	*	1	*	-	**
	*%	*%	*%	*%	*%	-%	**
Standalone - Landline	192	159	33	164	17	4	**
	13%	12%	18%	13%	13%	6%	**
			a	c	c		
Standalone - Mobile	1294	1141	154	1090	106	66	**
	86%	87%	83%	87%	82%	86%	**
Standalone - Broadband	121	101	20	103	12	3	**
	8%	8%	11%	8%	9%	4%	**
			a				
Standalone - TV	632	542	90	533	59	28	**
	42%	41%	48%	42%	46%	37%	**
			a				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) to make or receive calls?

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Yes	696	121	575	157	539	224	259	**	54	121	414	282	56	43	45	493	**	146
	71%	87%	69%	82%	69%	69%	66%	**	76%	87%	70%	73%	53%	62%	50%	71%	**	83%
		b		b					b	abd	c	cd				a		ab
No	282	19	263	35	248	100	134	**	17	19	179	104	51	26	45	202	**	29
	29%	13%	31%	18%	31%	31%	34%	**	24%	13%	30%	27%	47%	38%	50%	29%	**	17%
			a		a	e	de		e				ab	b	bd	d		

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

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) to make or receive calls?

Base : Those responsible for the household's landline service

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Yes	696	**	45	270	184	108	59	**	**	218	253	495	199	94	93	263	339
	71%	**	49%	78%	66%	66%	69%	**	**	55%	79%	64%	96%	98%	46%	66%	91%
				bcd							bd	b	bcd	bcd		a	ab
No	282	**	46	75	93	55	26	**	**	175	66	273	8	2	109	137	35
	29%	**	51%	22%	34%	34%	31%	**	**	45%	21%	36%	4%	2%	54%	34%	9%
					a	a	a			cdef	ef	cef			bc	c	

Columns Tested: a,b - 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.

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) to make or receive calls?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Yes	696	356	340	227	222	103	144	449	247	599	97	577	68	**	**
	71%	74%	68%	74%	74%	64%	68%	74%	66%	71%	73%	70%	76%	**	**
		b		cd	cd			b							
No	282	125	158	79	77	58	69	156	126	247	36	243	21	**	**
	29%	26%	32%	26%	26%	36%	32%	26%	34%	29%	27%	30%	24%	**	**
			a			ab	ab		a						

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

Q12. SHOWCARD In a typical week, how often is your landline used to make or receive calls?

Base : Those in a household that uses the landline to make or receive calls

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	~d	~a	b	~c	d
Unweighted total	1345	249	1096	320	1025	466	452	73	105	249	785	560	103	80	85	940	18	302
Effective Weighted Sample	1230	230	1001	296	935	419	422	69	96	230	716	515	94	73	77	858	17	280
Total	696	121	575	157	539	224	259	38	54	121	414	282	56	43	45	493	11	146
Every day	231	53	179	62	170	72	72	**	22	53	124	107	17	**	**	156	**	59
	33%	44%	31%	39%	32%	32%	28%	**	40%	44%	30%	38%	29%	**	**	32%	**	40%
		b		b					b	ab		a						b
Every few days	140	34	106	44	96	44	43	**	12	34	73	67	8	**	**	88	**	43
	20%	28%	18%	28%	18%	20%	17%	**	22%	28%	18%	24%	15%	**	**	18%	**	30%
		b		b						ab		ac						b
Several times a week	128	20	108	27	101	33	64	**	4	20	85	43	11	**	**	92	**	25
	18%	16%	19%	17%	19%	15%	25%	**	7%	16%	20%	15%	20%	**	**	19%	**	17%
						d	ade			d	b							
Once a week	82	5	76	8	74	38	30	**	6	5	56	26	6	**	**	69	**	7
	12%	4%	13%	5%	14%	17%	11%	**	10%	4%	13%	9%	11%	**	**	14%	**	5%
			a		a	be	e		e		b					d		
Less often	113	9	104	17	97	36	49	**	11	9	76	37	14	**	**	87	**	13
	16%	8%	18%	11%	18%	16%	19%	**	21%	8%	18%	13%	25%	**	**	18%	**	9%
			a		a	e	e		e		b		b			d		
Don't know	2	-	2	-	2	1	*	**	-	-	1	*	-	**	**	2	**	-
	*%	-%	*%	-%	*%	*%	*%	**	-%	-%	*%	*%	-%	**	**	*%	**	-%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 46

Any break column with 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. SHOWCARD In a typical week, how often is your landline used to make or receive calls?

Base : Those in a household that uses the landline to make or receive calls

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1345	20	83	547	325	199	120	38	37	323	501	861	481	219	142	446	754
Effective Weighted Sample	1230	19	76	503	300	185	109	35	36	307	471	799	461	208	135	414	708
Total	696	12	45	270	184	108	59	20	24	218	253	495	199	94	93	263	339
Every day	231	**	**	104	44	39	22	**	**	50	75	131	99	49	23	65	142
	33%	**	**	39%	24%	36%	37%	**	**	23%	29%	26%	50%	52%	25%	25%	42%
				b		b	b				b		bcd	bcd			ab
Every few days	140	**	**	67	30	16	11	**	**	38	54	95	45	24	17	47	76
	20%	**	**	25%	16%	15%	18%	**	**	17%	21%	19%	22%	25%	18%	18%	22%
				bc										b			
Several times a week	128	**	**	41	44	21	8	**	**	47	49	101	27	13	18	57	52
	18%	**	**	15%	24%	20%	14%	**	**	22%	19%	20%	13%	14%	19%	22%	15%
					ad					ef	e	ef				c	
Once a week	82	**	**	25	25	12	9	**	**	32	33	70	11	4	14	38	30
	12%	**	**	9%	13%	12%	15%	**	**	15%	13%	14%	6%	5%	15%	14%	9%
										ef	ef	ef			c	c	
Less often	113	**	**	32	40	20	9	**	**	50	42	96	17	4	21	53	39
	16%	**	**	12%	22%	18%	15%	**	**	23%	17%	19%	9%	5%	23%	20%	11%
					a	a				cef	ef	ef			c	c	
Don't know	2	**	**	*	1	-	*	**	**	*	1	2	-	-	-	2	-
	*%	**	**	*%	1%	-%	1%	**	**	*%	1%	*%	-%	-%	-%	1%	-%
																c	

Columns Tested: a,b - 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.

Q12. SHOWCARD In a typical week, how often is your landline used to make or receive calls?

Base : Those in a household that uses the landline to make or receive calls

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1345	650	695	365	441	251	288	806	539	1140	205	1108	137	72	28
Effective Weighted Sample	1230	592	643	341	409	240	267	742	500	1046	185	1013	126	66	25
Total	696	356	340	227	222	103	144	449	247	599	97	577	68	38	14
Every day	231	115	116	73	71	37	51	144	87	194	37	179	26	**	**
	33%	32%	34%	32%	32%	36%	35%	32%	35%	32%	38%	31%	39%	**	**
Every few days	140	70	70	40	44	24	32	84	56	119	21	117	16	**	**
	20%	20%	21%	17%	20%	23%	22%	19%	23%	20%	21%	20%	23%	**	**
Several times a week	128	75	53	50	37	15	25	88	40	109	19	113	12	**	**
	18%	21%	15%	22%	17%	15%	17%	20%	16%	18%	19%	20%	17%	**	**
		b		c											
Once a week	82	40	41	29	29	11	12	59	23	72	9	73	4	**	**
	12%	11%	12%	13%	13%	11%	8%	13%	9%	12%	10%	13%	6%	**	**
					d			b				b			
Less often	113	54	59	34	41	14	24	75	38	103	11	94	10	**	**
	16%	15%	17%	15%	18%	14%	17%	17%	15%	17%	11%	16%	15%	**	**
										b					
Don't know	2	*	1	-	*	1	*	*	1	1	*	1	-	**	**
	*%	*%	*%	-%	*%	1%	*%	*%	1%	*%	*%	*%	-%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 54

Any break column with 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. SHOWCARD 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 - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Very satisfied	455	90	366	113	343	128	175	**	34	90	251	205	46	32	37	305	**	104
	47%	64%	44%	59%	44%	40%	44%	**	47%	64%	42%	53%	43%	46%	41%	44%	**	59%
		b		b						abd		ac						ab
Fairly satisfied	387	35	352	54	333	138	166	**	30	35	254	133	38	21	35	297	**	52
	40%	25%	42%	28%	42%	43%	42%	**	42%	25%	43%	34%	35%	31%	39%	43%	**	29%
			a		a	e	e		e		bd				d	d		
Neither satisfied nor dissatisfied	71	8	63	15	56	31	27	**	3	8	44	27	11	7	9	47	**	14
	7%	6%	8%	8%	7%	10%	7%	**	4%	6%	7%	7%	10%	10%	10%	7%	**	8%
						d												
Fairly dissatisfied	37	2	35	2	35	17	15	**	2	2	25	12	8	6	7	28	**	1
	4%	1%	4%	1%	4%	5%	4%	**	2%	1%	4%	3%	7%	9%	8%	4%	**	1%
			a		a	e	e						b	ab	bd	d		
Very dissatisfied	23	4	19	5	19	8	8	**	2	4	15	9	2	1	1	17	**	4
	2%	3%	2%	2%	2%	3%	2%	**	3%	3%	2%	2%	2%	2%	2%	2%	**	2%
Don't know	5	1	3	3	1	1	1	**	1	1	4	1	3	2	1	1	**	1
	*%	1%	*%	2%	*%	*%	*%	**	1%	1%	1%	*%	3%	3%	1%	*%	**	1%
				b									ab	ab	b			b
TOTAL SATISFIED	842	125	717	167	675	267	341	**	63	125	504	338	84	53	73	603	**	156
	86%	89%	86%	87%	86%	82%	87%	**	89%	89%	85%	88%	78%	77%	80%	87%	**	89%
							a			a	cd	cd				a		a
TOTAL DISSATISFIED	60	6	54	7	54	25	24	**	4	6	40	21	10	7	8	45	**	5
	6%	4%	6%	3%	7%	8%	6%	**	6%	4%	7%	5%	9%	10%	9%	7%	**	3%
					a	e							b	b	d	d		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 54

Any break column with 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Very satisfied	455	**	38	171	135	73	27	**	**	158	149	330	124	60	84	175	196
	47%	**	42%	50%	49%	45%	32%	**	**	40%	47%	43%	60%	63%	41%	44%	52%
				d	d	d					b		bcd	bcd			ab
Fairly satisfied	387	**	33	131	109	71	39	**	**	172	126	323	64	29	92	163	131
	40%	**	37%	38%	39%	44%	45%	**	**	44%	39%	42%	31%	31%	46%	41%	35%
										ef	ef	ef			c	c	
Neither satisfied nor dissatisfied	71	**	10	26	17	11	10	**	**	34	24	63	8	2	15	33	23
	7%	**	11%	8%	6%	7%	11%	**	**	9%	8%	8%	4%	2%	7%	8%	6%
							b			ef	ef	ef					
Fairly dissatisfied	37	**	6	10	11	3	6	**	**	17	13	32	5	2	5	20	12
	4%	**	7%	3%	4%	2%	7%	**	**	4%	4%	4%	3%	2%	2%	5%	3%
							ac										
Very dissatisfied	23	**	2	6	5	3	4	**	**	9	6	17	6	3	6	6	11
	2%	**	2%	2%	2%	2%	4%	**	**	2%	2%	2%	3%	3%	3%	2%	3%
							a										
Don't know	5	**	1	2	-	1	-	**	**	3	1	4	1	-	1	3	1
	*%	**	1%	*%	-%	1%	-%	**	**	1%	*%	1%	*%	-%	*%	1%	*%
						b											
TOTAL SATISFIED	842	**	71	302	243	144	66	**	**	330	275	653	188	89	176	338	327
	86%	**	79%	87%	88%	88%	78%	**	**	84%	86%	85%	90%	93%	87%	84%	87%
				d	d	d							bcd	bcd			
TOTAL DISSATISFIED	60	**	8	16	17	6	9	**	**	26	20	49	11	4	11	26	23
	6%	**	9%	5%	6%	4%	11%	**	**	7%	6%	6%	6%	5%	5%	7%	6%
							abc										

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 54

Any break column with 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. SHOWCARD 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				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Very satisfied	455	215	240	132	142	68	113	274	181	396	60	365	50	**	**
	47%	45%	48%	43%	47%	43%	53%	45%	49%	47%	45%	44%	56%	**	**
							ac						a		
Fairly satisfied	387	200	187	127	123	64	73	250	137	337	50	336	26	**	**
	40%	42%	38%	42%	41%	40%	34%	41%	37%	40%	37%	41%	30%	**	**
				d	d			b				b			
Neither satisfied nor dissatisfied	71	33	39	24	19	17	11	43	28	59	13	61	9	**	**
	7%	7%	8%	8%	6%	10%	5%	7%	7%	7%	10%	7%	10%	**	**
						bd									
Fairly dissatisfied	37	21	16	14	8	8	7	22	15	31	6	33	1	**	**
	4%	4%	3%	4%	3%	5%	3%	4%	4%	4%	5%	4%	2%	**	**
Very dissatisfied	23	10	13	7	5	4	7	13	11	20	4	20	2	**	**
	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	**	**
Don’t know	5	2	3	1	2	-	1	3	1	4	1	5	-	**	**
	*%	*%	1%	*%	1%	-%	1%	1%	*%	*%	1%	1%	-%	**	**
TOTAL SATISFIED	842	415	428	260	265	132	186	524	318	733	109	701	76	**	**
	86%	86%	86%	85%	88%	83%	87%	87%	85%	87%	82%	85%	86%	**	**
					c					b					
TOTAL DISSATISFIED	60	31	29	21	14	12	14	35	26	50	10	54	3	**	**
	6%	6%	6%	7%	5%	7%	7%	6%	7%	6%	8%	7%	4%	**	**

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

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Currently looking for a new deal	32	7	25	9	23	11	12	**	1	7	21	11	4	3	3	21	**	7
	3%	5%	3%	5%	3%	3%	3%	**	2%	5%	4%	3%	4%	5%	3%	3%	**	4%
Planning to look for a new deal	95	7	88	11	84	40	37	**	7	7	64	31	10	7	9	75	**	10
	10%	5%	11%	6%	11%	12%	9%	**	10%	5%	11%	8%	10%	10%	10%	11%	**	5%
			a		a	e	e		e							d		
Not currently looking or planning to look for a new deal	834	125	709	170	664	267	337	**	62	125	496	337	92	58	78	586	**	156
	85%	89%	85%	88%	84%	82%	86%	**	87%	89%	84%	87%	86%	84%	86%	84%	**	89%
				b						a		a						b
Don't know	18	2	16	3	15	6	8	**	1	2	11	6	1	1	1	14	**	3
	2%	1%	2%	1%	2%	2%	2%	**	1%	1%	2%	2%	1%	1%	1%	2%	**	1%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 55

Any break column with 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. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's landline service

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Currently looking for a new deal	32	**	4	13	9	4	3	**	**	9	13	27	5	4	9	9	14
	3%	**	5%	4%	3%	2%	4%	**	**	2%	4%	3%	3%	4%	4%	2%	4%
Planning to look for a new deal	95	**	7	35	21	15	10	**	**	46	31	84	11	3	26	42	28
	10%	**	8%	10%	8%	9%	12%	**	**	12%	10%	11%	5%	3%	13%	10%	7%
										ef	ef	ef			c	c	
Not currently looking or planning to look for a new deal	834	**	78	293	240	141	70	**	**	329	270	643	188	87	164	341	327
	85%	**	86%	85%	87%	86%	83%	**	**	84%	85%	84%	91%	91%	81%	85%	87%
													bcd	bcd			a
Don't know	18	**	1	4	7	3	1	**	**	8	5	15	3	2	4	9	5
	2%	**	1%	1%	3%	2%	1%	**	**	2%	2%	2%	1%	2%	2%	2%	1%

Columns Tested: a,b - 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.

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Currently looking for a new deal	32	15	17	9	6	10	7	15	17	28	4	26	2	**	**
	3%	3%	3%	3%	2%	6%	3%	2%	5%	3%	3%	3%	2%	**	**
						ab			a						
Planning to look for a new deal	95	51	44	28	28	18	22	56	39	76	19	80	8	**	**
	10%	11%	9%	9%	9%	11%	10%	9%	11%	9%	14%	10%	9%	**	**
											a				
Not currently looking or planning to look for a new deal	834	408	426	264	258	131	181	522	312	726	108	700	77	**	**
	85%	85%	85%	86%	86%	82%	85%	86%	84%	86%	81%	85%	87%	**	**
										b					
Don't know	18	6	12	5	8	2	2	13	5	16	2	15	1	**	**
	2%	1%	2%	2%	3%	1%	1%	2%	1%	2%	2%	2%	1%	**	**

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Discussed deals or offers with your provider	177	6	171	14	163	62	86	**	12	6	122	56	40	27	35	128	**	10
	18%	4%	20%	7%	21%	19%	22%	**	16%	4%	21%	14%	37%	40%	38%	18%	**	5%
			a		a	e	e		e		b		ab	ab	bd	d		
Looked at alternative deals or offers from your provider	118	5	113	10	108	46	53	**	7	5	84	34	19	12	17	90	**	9
	12%	4%	13%	5%	14%	14%	14%	**	10%	4%	14%	9%	18%	18%	19%	13%	**	5%
			a		a	e	e		e		b		b	b	bd	d		
Received a discount from your provider	103	3	100	8	95	29	48	**	15	3	70	33	12	8	10	85	**	6
	11%	2%	12%	4%	12%	9%	12%	**	21%	2%	12%	9%	11%	11%	11%	12%	**	3%
			a		a	e	ae		abe		b				d	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)	70	2	68	4	66	17	39	**	6	2	49	22	9	7	9	57	**	4
	7%	2%	8%	2%	8%	5%	10%	**	9%	2%	8%	6%	9%	10%	10%	8%	**	2%
			a		a	e	ae		e		b				d	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)	36	2	33	5	30	9	22	**	2	2	22	13	2	2	2	28	**	5
	4%	1%	4%	3%	4%	3%	6%	**	2%	1%	4%	3%	2%	3%	2%	4%	**	3%
			a				ae											

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
None of these	638	127	511	162	476	209	225	**	47	127	354	283	54	35	44	432	**	152
	65%	91%	61%	84%	60%	64%	57%	**	67%	91%	60%	73%	50%	50%	49%	62%	**	87%
		b		b		b			b	abd	cd	acd				a		ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 56

Any break column with 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. SHOWCARD 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

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Discussed deals or offers with your provider	177	**	37	50	60	33	17	**	**	90	56	153	24	10	40	81	57
	18%	**	41%	14%	22%	20%	20%	**	**	23%	17%	20%	12%	10%	20%	20%	15%
					a	a				cef	ef	ef				c	
Looked at alternative deals or offers from your provider	118	**	17	33	37	26	12	**	**	54	39	104	14	5	32	50	36
	12%	**	19%	9%	13%	16%	14%	**	**	14%	12%	14%	7%	5%	16%	12%	10%
					a	a				ef	ef	ef			c		
Received a discount from your provider	103	**	10	25	42	18	8	**	**	48	36	89	14	7	23	44	35
	11%	**	11%	7%	15%	11%	9%	**	**	12%	11%	12%	7%	7%	12%	11%	9%
					a	a				ef	e	ef					
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)	70	**	7	17	27	13	8	**	**	35	24	63	7	3	20	31	20
	7%	**	8%	5%	10%	8%	9%	**	**	9%	7%	8%	3%	3%	10%	8%	5%
					a					ef	ef	ef			c		
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)	36	**	1	7	16	8	3	**	**	14	13	29	6	3	7	15	14
	4%	**	2%	2%	6%	5%	3%	**	**	3%	4%	4%	3%	3%	3%	4%	4%
					a	a											
None of these	638	**	45	250	158	101	53	**	**	232	207	474	162	78	117	254	265
	65%	**	49%	72%	57%	62%	62%	**	**	59%	65%	62%	78%	81%	58%	63%	71%
				bcd							b		bcd	bcd			ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Discussed deals or offers with your provider	177	86	91	70	46	28	34	116	62	152	25	146	12	**	**
	18%	18%	18%	23%	15%	17%	16%	19%	17%	18%	19%	18%	13%	**	**
				bcd											
Looked at alternative deals or offers from your provider	118	59	59	40	37	19	23	76	42	105	13	101	11	**	**
	12%	12%	12%	13%	12%	12%	11%	13%	11%	12%	10%	12%	12%	**	**
Received a discount from your provider	103	52	51	38	35	13	18	72	31	87	16	87	7	**	**
	11%	11%	10%	12%	12%	8%	8%	12%	8%	10%	12%	11%	8%	**	**
				cd				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)	70	35	35	22	22	11	15	44	26	58	12	66	1	**	**
	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	9%	8%	1%	**	**
												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)	36	17	19	13	11	8	4	24	11	29	7	31	2	**	**
	4%	3%	4%	4%	4%	5%	2%	4%	3%	3%	5%	4%	2%	**	**
				d		d									
None of these	638	312	326	189	198	101	149	388	250	558	80	537	64	**	**
	65%	65%	65%	62%	66%	63%	70%	64%	67%	66%	60%	65%	73%	**	**
							ac								

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	~a	b	~c	~d
Unweighted total	186	6	180	15	171	58	82	14	26	6	125	61	21	13	18	153	3	12
Effective Weighted Sample	170	6	165	14	156	51	77	13	24	6	115	55	19	12	17	140	3	11
Total	103	3	100	8	95	29	48	8	15	3	70	33	12	8	10	85	2	6
I contacted my provider	78	**	75	**	71	**	**	**	**	**	49	**	**	**	**	64	**	**
	76%	**	75%	**	75%	**	**	**	**	**	71%	**	**	**	**	76%	**	**
My provider contacted me	24	**	24	**	22	**	**	**	**	**	20	**	**	**	**	20	**	**
	23%	**	24%	**	24%	**	**	**	**	**	28%	**	**	**	**	23%	**	**
Don't know/ can't remember	1	**	1	**	1	**	**	**	**	**	1	**	**	**	**	1	**	**
	1%	**	1%	**	1%	**	**	**	**	**	1%	**	**	**	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	186	3	18	48	73	32	15	11	7	72	72	151	35	16	36	73	77
Effective Weighted Sample	170	3	17	44	68	29	13	10	7	68	68	139	34	15	34	68	73
Total	103	2	10	25	42	18	8	6	5	48	36	89	14	7	23	44	35
I contacted my provider	78	**	**	**	**	**	**	**	**	**	**	68	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	77%	**	**	**	**	**
My provider contacted me	24	**	**	**	**	**	**	**	**	**	**	20	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**

Columns Tested: a,b - 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. SHOWCARD 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				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c	~d
Unweighted total	186	89	97	58	67	31	30	125	61	156	30	156	13	14	3
Effective Weighted Sample	170	81	90	54	61	30	28	114	57	142	28	143	12	13	3
Total	103	52	51	38	35	13	18	72	31	87	16	87	7	8	1
I contacted my provider	78	**	**	**	**	**	**	57	**	70	**	71	**	**	**
	76%	**	**	**	**	**	**	78%	**	80%	**	82%	**	**	**
My provider contacted me	24	**	**	**	**	**	**	15	**	17	**	16	**	**	**
	23%	**	**	**	**	**	**	20%	**	19%	**	18%	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	1	**	1	**	1	**	**	**
	1%	**	**	**	**	**	**	1%	**	1%	**	1%	**	**	**

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted total	122	4	118	8	114	31	65	10	12	4	84	38	15	11	14	100	1	7
Effective Weighted Sample	114	4	110	7	107	28	62	9	11	4	79	35	14	10	13	93	1	6
Total	70	2	68	4	66	17	39	6	6	2	49	22	9	7	9	57	1	4
I contacted my provider	57	**	55	**	54	**	**	**	**	**	**	**	**	**	**	47	**	**
	82%	**	81%	**	82%	**	**	**	**	**	**	**	**	**	**	82%	**	**
My provider contacted me	11	**	11	**	10	**	**	**	**	**	**	**	**	**	**	9	**	**
	16%	**	16%	**	15%	**	**	**	**	**	**	**	**	**	**	16%	**	**
Don't know/ can't remember	2	**	2	**	2	**	**	**	**	**	**	**	**	**	**	1	**	**
	2%	**	2%	**	3%	**	**	**	**	**	**	**	**	**	**	2%	**	**

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	122	3	12	30	46	21	14	4	7	54	44	105	17	7	33	48	41
Effective Weighted Sample	114	3	11	28	44	20	12	4	7	51	42	99	17	7	31	46	38
Total	70	2	7	17	27	13	8	3	5	35	24	63	7	3	20	31	20
I contacted my provider	57	**	**	**	**	**	**	**	**	**	**	51	**	**	**	**	**
	82%	**	**	**	**	**	**	**	**	**	**	81%	**	**	**	**	**
My provider contacted me	11	**	**	**	**	**	**	**	**	**	**	10	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**

Columns Tested: a,b - 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.

Q25. SHOWCARD 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				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	a	~b	a	~b	~c	~d
Unweighted total	122	58	64	33	40	23	26	73	49	100	22	115	2	3	2
Effective Weighted Sample	114	54	61	31	37	22	25	68	46	93	21	108	2	3	2
Total	70	35	35	22	22	11	15	44	26	58	12	66	1	2	1
I contacted my provider	57	**	**	**	**	**	**	**	**	48	**	54	**	**	**
	82%	**	**	**	**	**	**	**	**	83%	**	82%	**	**	**
My provider contacted me	11	**	**	**	**	**	**	**	**	8	**	11	**	**	**
	16%	**	**	**	**	**	**	**	**	14%	**	17%	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	2	**	1	**	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	1%	**	**	**

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	67	4	63	8	59	19	40	1	3	4	42	25	4	3	4	55	-	8
Effective Weighted Sample	61	4	57	8	54	17	37	1	3	4	38	23	4	3	4	50	-	8
Total	36	2	33	5	30	9	22	1	2	2	22	13	2	2	2	28	-	5
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	67	1	3	14	28	15	6	2	3	22	26	51	16	7	11	26	30
Effective Weighted Sample	61	1	3	13	26	14	5	2	3	20	24	47	16	7	10	24	28
Total	36	1	1	7	16	8	3	1	2	14	13	29	6	3	7	15	14
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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.

Q26. SHOWCARD 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				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	67	28	39	21	21	18	7	42	25	54	13	58	3	4	2
Effective Weighted Sample	61	26	36	20	19	17	6	39	23	49	12	53	3	4	2
Total	36	17	19	13	11	8	4	24	11	29	7	31	2	2	1
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Received a discount	78	3	75	7	71	19	38	**	12	3	49	29	9	5	7	64	**	5
	8%	2%	9%	4%	9%	6%	10%	**	17%	2%	8%	8%	9%	7%	8%	9%	**	3%
			a		a	e	ae		abe						d	d		
Added extra or improved services	57	2	55	3	54	15	32	**	4	2	37	21	8	6	7	47	**	2
	6%	2%	7%	2%	7%	5%	8%	**	5%	2%	6%	5%	8%	8%	8%	7%	**	1%
			a		a	e	ae		e						d	d		
Reduced or downgraded services	29	2	28	4	25	6	19	**	2	2	17	12	2	2	2	23	**	4
	3%	1%	3%	2%	3%	2%	5%	**	2%	1%	3%	3%	2%	3%	2%	3%	**	2%
			a				ae											
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	141	6	135	13	129	36	76	**	15	6	90	51	17	10	14	115	**	10
	14%	5%	16%	7%	16%	11%	19%	**	22%	5%	15%	13%	16%	14%	15%	17%	**	6%
			a		a	e	ae		ae						d	d		
ALL 3 CHANGES	2	-	2	-	2	1	1	**	-	-	1	1	1	1	1	1	**	-
	*%	-%	*%	-%	*%	*%	*%	**	-%	-%	*%	*%	1%	1%	1%	*%	**	-%
DISCOUNT AND EXTRA SERVICES	14	-	14	-	14	3	7	**	2	-	8	6	2	2	2	13	**	-
	1%	-%	2%	-%	2%	1%	2%	**	3%	-%	1%	2%	1%	2%	2%	2%	**	-%
			a		a		e		ae						d	d		
DISCOUNT AND REDUCED SERVICES	5	1	4	1	4	-	3	**	-	1	3	2	-	-	-	4	**	1
	*%	1%	*%	1%	*%	-%	1%	**	-%	1%	1%	*%	-%	-%	-%	1%	**	1%
							a			a								
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	-	1	-	1	**	-	-	-	1	-	-	-	1	**	-
	*%	-%	*%	-%	*%	-%	*%	**	-%	-%	-%	*%	-%	-%	-%	*%	**	-%
DISCOUNT ONLY	57	2	55	6	51	16	26	**	10	2	37	20	7	3	5	47	**	4
	6%	2%	7%	3%	7%	5%	7%	**	14%	2%	6%	5%	7%	4%	5%	7%	**	2%
			a		a	e	e		abe							d		

Columns Tested: a,b - a,b - a,b,c,d,e - 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 landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
EXTRA SERVICES ONLY	41	2	38	3	37	11	23	**	2	2	28	13	6	4	5	32	**	2
	4%	2%	5%	2%	5%	3%	6%	**	2%	2%	5%	3%	6%	5%	6%	5%	**	1%
			a		a		ae								d	d		
REDUCED SERVICES ONLY	22	1	21	3	19	5	15	**	2	1	13	9	1	1	1	18	**	3
	2%	*%	3%	1%	2%	2%	4%	**	2%	*%	2%	2%	1%	2%	2%	3%	**	2%
			a				ae											
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	837	134	703	179	658	289	318	**	56	134	502	335	90	60	77	581	**	166
	86%	95%	84%	93%	84%	89%	81%	**	78%	95%	85%	87%	84%	86%	85%	83%	**	94%
		b		b		bd				abd								ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 60

Any break column with 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

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Received a discount	78	**	8	17	32	15	5	**	**	39	26	68	10	5	19	33	27
	8%	**	8%	5%	12%	9%	5%	**	**	10%	8%	9%	5%	5%	9%	8%	7%
					ad	a				ef	e	e					
Added extra or improved services	57	**	6	15	22	11	6	**	**	30	17	51	6	2	17	25	16
	6%	**	7%	4%	8%	6%	7%	**	**	8%	5%	7%	3%	3%	9%	6%	4%
					a					ef	e	ef			c		
Reduced or downgraded services	29	**	1	5	13	8	2	**	**	11	12	24	5	3	5	12	11
	3%	**	2%	2%	5%	5%	3%	**	**	3%	4%	3%	3%	3%	3%	3%	3%
					a	a											
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	141	**	12	35	54	28	11	**	**	67	47	121	21	10	33	61	47
	14%	**	13%	10%	20%	17%	13%	**	**	17%	15%	16%	10%	10%	17%	15%	12%
					ad	a				ef	e	ef					
ALL 3 CHANGES	2	**	1	1	1	-	*	**	**	-	2	2	-	-	-	*	2
	*%	**	1%	*%	*%	-%	*%	**	**	-%	1%	*%	-%	-%	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	14	**	2	1	8	4	1	**	**	10	3	14	-	-	7	5	2
	1%	**	2%	*%	3%	2%	1%	**	**	3%	1%	2%	-%	-%	3%	1%	1%
					a	a				cef	e	ef			bc		
DISCOUNT AND REDUCED SERVICES	5	**	-	-	2	2	1	**	**	2	2	4	1	1	1	3	1
	*%	**	-%	-%	1%	1%	1%	**	**	1%	*%	*%	1%	1%	*%	1%	*%
					a	a	a										
EXTRA SERVICES AND REDUCED SERVICES	1	**	-	-	1	-	-	**	**	1	-	1	-	-	1	-	-
	*%	**	-%	-%	*%	-%	-%	**	**	*%	-%	*%	-%	-%	*%	-%	-%
DISCOUNT ONLY	57	**	5	16	21	10	3	**	**	27	20	48	9	4	11	25	21
	6%	**	6%	5%	8%	6%	3%	**	**	7%	6%	6%	5%	4%	6%	6%	6%
					a												

Columns Tested: a,b - 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 landline service

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
EXTRA SERVICES ONLY	41	**	4	13	12	7	5	**	**	19	12	35	6	2	10	19	12
	4%	**	4%	4%	4%	4%	6%	**	**	5%	4%	4%	3%	3%	5%	5%	3%
REDUCED SERVICES ONLY	22	**	1	5	10	5	1	**	**	8	8	18	4	2	4	9	8
	2%	**	1%	1%	3%	3%	2%	**	**	2%	3%	2%	2%	2%	2%	2%	2%
					a												
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	837	**	79	310	223	135	74	**	**	326	273	648	187	86	169	339	327
	86%	**	87%	90%	80%	83%	87%	**	**	83%	85%	84%	90%	90%	83%	85%	88%
				bc			b						bcd	bd			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 60

Any break column with 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				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Received a discount	78	38	40	32	25	10	12	57	22	70	9	71	4	**	**
	8%	8%	8%	10%	8%	6%	6%	9%	6%	8%	7%	9%	5%	**	**
				cd				b							
Added extra or improved services	57	29	28	18	18	10	12	35	22	48	9	54	*	**	**
	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	7%	7%	*%	**	**
												b			
Reduced or downgraded services	29	15	14	10	9	6	4	19	10	23	6	25	2	**	**
	3%	3%	3%	3%	3%	4%	2%	3%	3%	3%	5%	3%	2%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	141	71	71	50	45	23	24	94	47	117	25	130	6	**	**
	14%	15%	14%	16%	15%	15%	11%	16%	13%	14%	18%	16%	7%	**	**
				d							a	b			
ALL 3 CHANGES	2	1	1	1	*	*	-	2	*	2	-	2	-	**	**
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	**	**
DISCOUNT AND EXTRA SERVICES	14	7	8	5	5	1	3	10	4	14	-	12	-	**	**
	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	-%	1%	-%	**	**
										b					
DISCOUNT AND REDUCED SERVICES	5	3	2	2	2	*	1	4	1	5	-	5	-	**	**
	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	-%	1%	-%	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	-	-	1	-	-	1	1	-	1	-	**	**
	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%	**	**
DISCOUNT ONLY	57	28	29	24	18	8	8	42	16	49	9	52	4	**	**
	6%	6%	6%	8%	6%	5%	4%	7%	4%	6%	7%	6%	5%	**	**
				d				b							

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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
EXTRA SERVICES ONLY	41	21	19	12	12	8	9	24	17	31	9	40	*	**	**
	4%	4%	4%	4%	4%	5%	4%	4%	5%	4%	7%	5%	*%	**	**
											a	b			
REDUCED SERVICES ONLY	22	11	11	7	7	5	3	14	8	16	6	18	2	**	**
	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	5%	2%	2%	**	**
											a				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	837	409	428	256	255	137	189	511	326	728	109	690	82	**	**
	86%	85%	86%	84%	85%	85%	89%	84%	87%	86%	82%	84%	93%	**	**
							a			b			a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Received a discount	24 2%	- -%	24 3% a	1 1%	22 3% a	9 3% e	10 3% e	** **	3 4% e	- -%	20 3% b	4 1%	3 3%	3 4% b	3 3% d	20 3% d	** **	1 1%
Added extra or improved services	11 1%	- -%	11 1%	1 1%	10 1%	3 1%	5 1% e	** **	2 3% ae	- -%	10 2% b	1 *%	* *%	* 1%	* 1%	9 1%	** **	1 1%
Reduced or downgraded services	4 *%	- -%	4 *%	1 *%	3 *%	2 1%	2 1%	** **	- -%	- -%	4 1% b	- -%	- -%	- -%	- -%	3 *%	** **	1 *%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	36 4%	- -%	36 4% a	2 1%	34 4% a	12 4% e	17 4% e	** **	4 6% e	- -%	31 5% b	5 1%	3 3%	3 4% b	3 3%	31 4% d	** **	2 1%
DISCOUNT AND EXTRA SERVICES	2 *%	- -%	2 *%	1 *%	2 *%	1 *%	* *%	** **	* 1%	- -%	2 *%	- -%	* *%	* 1% b	* 1%	1 *%	** **	1 *%
DISCOUNT ONLY	21 2%	- -%	21 3% a	* *%	21 3% a	7 2% e	10 3% e	** **	2 3% e	- -%	17 3% b	4 1%	2 2%	2 3% b	2 3% d	18 3% d	** **	* *%
EXTRA SERVICES ONLY	9 1%	- -%	9 1%	1 *%	8 1%	1 *%	5 1%	** **	2 2% ae	- -%	8 1% b	1 *%	- -%	- -%	- -%	8 1%	** **	1 *%
REDUCED SERVICES ONLY	4 *%	- -%	4 *%	1 *%	3 *%	2 1%	2 1%	** **	- -%	- -%	4 1% b	- -%	- -%	- -%	- -%	3 *%	** **	1 *%

Columns Tested: a,b - a,b - a,b,c,d,e - 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 landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	942	140	802	190	752	312	376	**	67	140	561	381	104	66	88	665	**	173
	96%	100%	96%	99%	96%	96%	96%	**	94%	100%	95%	99%	97%	96%	97%	96%	**	99%
		b		b						abd		ad						b

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 61

Any break column with 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

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Received a discount	24	**	3	7	9	3	3	**	**	9	8	20	4	2	5	11	8
	2%	**	3%	2%	3%	2%	3%	**	**	2%	3%	3%	2%	2%	2%	3%	2%
Added extra or improved services	11	**	*	2	4	2	2	**	**	5	5	10	1	*	3	6	3
	1%	**	1%	1%	1%	1%	2%	**	**	1%	1%	1%	*%	*%	1%	1%	1%
							a										
Reduced or downgraded services	4	**	-	1	2	-	1	**	**	2	1	4	*	-	1	1	1
	*%	**	-%	*%	1%	-%	1%	**	**	1%	*%	*%	*%	-%	1%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	36	**	3	10	14	5	4	**	**	14	14	32	5	2	8	16	12
	4%	**	3%	3%	5%	3%	4%	**	**	4%	4%	4%	2%	2%	4%	4%	3%
					a												
DISCOUNT AND EXTRA SERVICES	2	**	*	1	*	-	1	**	**	2	-	2	*	-	*	1	*
	*%	**	1%	*%	*%	-%	1%	**	**	1%	-%	*%	*%	-%	*%	*%	*%
							abc										
DISCOUNT ONLY	21	**	2	7	8	3	1	**	**	7	8	18	4	2	4	9	8
	2%	**	3%	2%	3%	2%	2%	**	**	2%	3%	2%	2%	2%	2%	2%	2%
EXTRA SERVICES ONLY	9	**	-	1	3	2	1	**	**	3	5	8	*	*	2	4	2
	1%	**	-%	*%	1%	1%	1%	**	**	1%	1%	1%	*%	*%	1%	1%	1%
											e						
REDUCED SERVICES ONLY	4	**	-	1	2	-	1	**	**	2	1	4	*	-	1	1	1
	*%	**	-%	*%	1%	-%	1%	**	**	1%	*%	*%	*%	-%	1%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	942	**	88	336	263	158	81	**	**	378	305	737	203	94	194	384	362
	96%	**	97%	97%	95%	97%	96%	**	**	96%	96%	96%	98%	98%	96%	96%	97%
				b													

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 61

Any break column with 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				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Received a discount	24	13	11	6	9	3	6	15	9	17	7	16	2	**	**
	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%	5%	2%	2%	**	**
											a				
Added extra or improved services	11	4	7	4	4	*	3	8	3	8	3	11	-	**	**
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	-%	**	**
											a				
Reduced or downgraded services	4	2	2	2	1	1	-	4	1	4	*	4	-	**	**
	*%	*%	*%	1%	*%	*%	-%	1%	*%	*%	*%	1%	-%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	36	18	18	11	14	4	8	24	12	27	10	28	2	**	**
	4%	4%	4%	3%	5%	2%	4%	4%	3%	3%	7%	3%	2%	**	**
											a				
DISCOUNT AND EXTRA SERVICES	2	1	1	1	1	*	-	2	*	2	1	2	-	**	**
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	**	**
DISCOUNT ONLY	21	12	9	5	8	3	6	13	8	15	6	13	2	**	**
	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%	5%	2%	2%	**	**
											a				
EXTRA SERVICES ONLY	9	3	5	3	3	-	3	6	3	6	3	9	-	**	**
	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	2%	1%	-%	**	**
					c		c								
REDUCED SERVICES ONLY	4	2	2	2	1	1	-	4	1	4	*	4	-	**	**
	*%	*%	*%	1%	*%	*%	-%	1%	*%	*%	*%	1%	-%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	942	462	480	295	286	157	204	581	361	818	124	792	86	**	**
	96%	96%	96%	97%	95%	98%	96%	96%	97%	97%	93%	97%	98%	**	**
										b					

Columns Tested: a,b - a,b,c,d - a,b - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Discussed deals or offers with any other provider	91	6	85	12	79	33	42	**	4	6	62	28	25	16	22	57	**	9
	9%	4%	10%	6%	10%	10%	11%	**	6%	4%	11%	7%	23%	23%	25%	8%	**	5%
			a		a	e	e				b		ab	ab	bd			
Looked at deals or offers from any other provider	145	9	136	19	127	55	65	**	8	9	103	42	28	19	23	104	**	14
	15%	7%	16%	10%	16%	17%	17%	**	11%	7%	17%	11%	26%	28%	25%	15%	**	8%
			a		a	e	e				b		ab	ab	bd	d		
Talked with friends or family for recommendations about providers	100	12	88	16	84	34	42	**	7	12	71	28	15	11	12	72	**	12
	10%	8%	10%	8%	11%	11%	11%	**	10%	8%	12%	7%	14%	16%	13%	10%	**	7%
											b		b	b	d			
None of these	711	118	593	153	557	226	275	**	56	118	404	306	60	39	51	506	**	145
	73%	84%	71%	80%	71%	70%	70%	**	79%	84%	68%	79%	56%	56%	57%	73%	**	82%
		b		b					ab	ab	cd	acd				a		ab

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Discussed deals or offers with any other provider	91	**	22	28	30	17	7	**	**	43	30	81	9	2	23	42	26
	9%	**	24%	8%	11%	10%	9%	**	**	11%	10%	11%	5%	2%	11%	10%	7%
										ef	ef	ef			c	c	
Looked at deals or offers from any other provider	145	**	25	46	42	27	13	**	**	71	50	131	15	4	35	70	40
	15%	**	28%	13%	15%	17%	15%	**	**	18%	16%	17%	7%	4%	17%	18%	11%
										ef	ef	ef			c	c	
Talked with friends or family for recommendations about providers	100	**	11	32	33	14	10	**	**	39	35	83	16	8	23	41	36
	10%	**	13%	9%	12%	9%	12%	**	**	10%	11%	11%	8%	8%	11%	10%	9%
												e					
None of these	711	**	52	260	193	116	61	**	**	264	230	531	178	86	135	277	297
	73%	**	57%	75%	70%	71%	72%	**	**	67%	72%	69%	86%	89%	67%	69%	79%
				b									bcd	bcd			ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 62

Any break column with 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Discussed deals or offers with any other provider	91	42	49	38	24	13	17	61	30	79	12	74	9	**	**
	9%	9%	10%	12%	8%	8%	8%	10%	8%	9%	9%	9%	10%	**	**
				bd											
Looked at deals or offers from any other provider	145	82	63	53	47	24	22	100	46	126	19	128	10	**	**
	15%	17%	13%	17%	16%	15%	10%	16%	12%	15%	14%	16%	12%	**	**
		b		d	d	d		b							
Talked with friends or family for recommendations about providers	100	46	53	32	34	16	18	65	34	80	20	74	8	**	**
	10%	10%	11%	10%	11%	10%	8%	11%	9%	9%	15%	9%	9%	**	**
											a				
None of these	711	344	367	216	213	116	166	429	282	619	92	607	65	**	**
	73%	72%	74%	71%	71%	72%	78%	71%	76%	73%	69%	74%	73%	**	**
							ab		a						

Columns Tested: a,b - a,b,c,d - a,b - 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. SHOWCARD 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 - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Agree strongly	225	45	180	58	168	71	79	**	17	45	130	95	23	17	18	150	**	53
	23%	32%	21%	30%	21%	22%	20%	**	24%	32%	22%	25%	21%	25%	20%	22%	**	30%
		b		b						ab								ab
Agree slightly	290	34	256	48	241	88	137	**	18	34	190	100	33	20	28	214	**	43
	30%	24%	31%	25%	31%	27%	35%	**	26%	24%	32%	26%	31%	28%	30%	31%	**	24%
			a		a		ade				b					d		
Disagree slightly	143	11	132	17	125	53	54	**	15	11	97	46	19	13	16	109	**	15
	15%	8%	16%	9%	16%	16%	14%	**	21%	8%	16%	12%	17%	19%	18%	16%	**	9%
			a		a	e	e		be		b			b	d	d		
Disagree strongly	134	11	122	17	117	45	60	**	9	11	94	40	24	15	22	95	**	15
	14%	8%	15%	9%	15%	14%	15%	**	12%	8%	16%	10%	22%	22%	24%	14%	**	8%
			a		a	e	e				b		ab	b	bd	d		
Don't know	187	38	149	52	136	67	63	**	12	38	82	105	9	4	7	128	**	50
	19%	27%	18%	27%	17%	21%	16%	**	17%	27%	14%	27%	8%	6%	8%	18%	**	28%
		b		b		b				abd	cd	acd				a		ab
TOTAL AGREE	515	79	436	106	409	159	216	**	36	79	320	195	56	37	45	363	**	96
	53%	56%	52%	55%	52%	49%	55%	**	50%	56%	54%	50%	52%	53%	50%	52%	**	54%
							a			a								
TOTAL DISAGREE	276	23	254	34	242	98	115	**	24	23	190	86	42	28	38	204	**	30
	28%	16%	30%	18%	31%	30%	29%	**	33%	16%	32%	22%	40%	41%	42%	29%	**	17%
			a		a	e	e		e		b		ab	ab	bd	d		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 63

Any break column with 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. SHOWCARD 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

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Agree strongly	225	**	20	82	56	41	19	**	**	72	66	154	71	33	45	74	106
	23%	**	21%	24%	20%	25%	23%	**	**	18%	21%	20%	34%	34%	22%	18%	28%
													bcd	bcd			ab
Agree slightly	290	**	26	93	96	41	32	**	**	139	93	247	41	18	60	143	85
	30%	**	29%	27%	35%	25%	37%	**	**	35%	29%	32%	20%	19%	30%	36%	23%
					ac		ac			cef	ef	ef			c	c	
Disagree slightly	143	**	17	55	39	19	13	**	**	68	51	124	19	7	37	60	47
	15%	**	19%	16%	14%	12%	16%	**	**	17%	16%	16%	9%	8%	18%	15%	12%
										ef	ef	ef			c		
Disagree strongly	134	**	21	36	42	33	8	**	**	57	47	114	20	7	29	56	48
	14%	**	23%	10%	15%	21%	9%	**	**	14%	15%	15%	9%	7%	14%	14%	13%
					a	ad				ef	ef	ef					
Don't know	187	**	7	79	44	28	13	**	**	57	62	130	57	32	31	68	88
	19%	**	8%	23%	16%	17%	15%	**	**	14%	20%	17%	28%	33%	15%	17%	24%
				bcd							b		bcd	bcd			ab
TOTAL AGREE	515	**	45	175	152	83	51	**	**	211	158	401	112	50	106	217	191
	53%	**	50%	51%	55%	51%	60%	**	**	54%	50%	52%	54%	53%	52%	54%	51%
							a										
TOTAL DISAGREE	276	**	38	91	81	53	21	**	**	125	98	238	38	14	66	116	95
	28%	**	42%	26%	29%	32%	25%	**	**	32%	31%	31%	18%	15%	33%	29%	25%
										ef	ef	ef			c		

Columns Tested: a,b - 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.

Q33. SHOWCARD 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				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Agree strongly	225	107	118	59	73	34	60	132	93	196	29	185	24	**	**
	23%	22%	24%	19%	24%	21%	28%	22%	25%	23%	22%	23%	28%	**	**
							ac								
Agree slightly	290	154	136	99	93	44	54	192	98	252	38	252	17	**	**
	30%	32%	27%	32%	31%	28%	25%	32%	26%	30%	28%	31%	19%	**	**
		b		d				b				b			
Disagree slightly	143	70	73	42	54	18	30	95	47	122	20	125	12	**	**
	15%	15%	15%	14%	18%	11%	14%	16%	13%	14%	15%	15%	13%	**	**
					c										
Disagree strongly	134	64	69	46	33	28	27	79	54	116	17	113	11	**	**
	14%	13%	14%	15%	11%	17%	13%	13%	15%	14%	13%	14%	12%	**	**
						b									
Don't know	187	85	102	61	47	37	42	108	80	159	28	146	24	**	**
	19%	18%	20%	20%	16%	23%	20%	18%	21%	19%	21%	18%	27%	**	**
						b							a		
TOTAL AGREE	515	260	254	158	165	78	113	323	192	447	67	437	42	**	**
	53%	54%	51%	52%	55%	49%	53%	53%	51%	53%	51%	53%	47%	**	**
					c										
TOTAL DISAGREE	276	134	142	88	87	45	57	174	102	239	38	237	23	**	**
	28%	28%	28%	29%	29%	28%	27%	29%	27%	28%	28%	29%	26%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 64

Any break column with 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. SHOWCARD 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 : All responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1841	282	1559	378	1463	660	670	93	136	282	1099	742	191	126	164	1299	27	351
Effective Weighted Sample	1681	261	1422	349	1333	588	628	87	123	261	1002	679	174	115	149	1185	25	324
Total	978	140	838	192	786	324	393	49	71	140	592	386	107	69	91	696	16	176
Yes - in the last 6 months	53	5	48	8	45	24	17	**	4	5	53	-	53	35	45	-	**	-
	5%	4%	6%	4%	6%	7%	4%	**	6%	4%	9%	-%	49%	51%	50%	-%	**	-%
						be					b		ab	ab	bd			
Yes - 7 to 12 months ago	54	5	49	8	46	14	24	**	5	5	54	-	54	34	46	-	**	-
	6%	4%	6%	4%	6%	4%	6%	**	8%	4%	9%	-%	51%	49%	50%	-%	**	-%
											b		ab	ab	bd			
Yes - 13 to 18 months ago	30	2	28	4	26	10	15	**	2	2	30	-	-	-	-	26	**	4
	3%	1%	3%	2%	3%	3%	4%	**	3%	1%	5%	-%	-%	-%	-%	4%	**	2%
											bcd					a		
Yes - 1.5 to 2 years ago	45	3	42	7	39	13	21	**	8	3	45	-	-	-	-	39	**	7
	5%	2%	5%	3%	5%	4%	5%	**	11%	2%	8%	-%	-%	-%	-%	6%	**	4%
			a				e		abe		bcd					a		a
Yes - 2 to 3 years ago	74	1	73	5	69	24	36	**	7	1	74	-	-	-	-	69	**	5
	8%	1%	9%	3%	9%	7%	9%	**	9%	1%	13%	-%	-%	-%	-%	10%	**	3%
			a		a	e	e		e		bcd					ad		a
Yes - More than 3 years ago	336	30	306	39	297	91	169	**	24	30	336	-	-	-	-	297	**	39
	34%	22%	36%	20%	38%	28%	43%	**	34%	22%	57%	-%	-%	-%	-%	43%	**	22%
			a		a	e	ae		e		bcd					ad		a
No - never changed provider	386	93	293	120	265	148	112	**	21	93	-	386	-	-	-	265	**	120
	39%	66%	35%	63%	34%	46%	28%	**	29%	66%	-%	100%	-%	-%	-%	38%	**	69%
		b		b		bd				abd		acd				a		ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 64

Any break column with 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. SHOWCARD 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 : All responsible for the household's landline service

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1841	27	164	681	486	294	167	57	90	604	638	1332	505	224	320	685	832
Effective Weighted Sample	1681	25	150	623	448	272	152	52	86	567	601	1233	484	212	301	632	781
Total	978	16	91	345	277	163	85	31	57	392	319	769	208	96	202	401	374
Yes - in the last 6 months	53	**	45	14	14	6	7	**	**	28	13	48	5	1	19	23	10
	5%	**	50%	4%	5%	4%	9%	**	**	7%	4%	6%	2%	1%	10%	6%	3%
							ac			cef	f	ef			bc	c	
Yes - 7 to 12 months ago	54	**	45	12	17	7	6	**	**	27	19	49	4	1	12	26	15
	6%	**	50%	3%	6%	4%	7%	**	**	7%	6%	6%	2%	1%	6%	6%	4%
					a		a			ef	ef	ef				c	
Yes - 13 to 18 months ago	30	**	-	7	13	5	1	**	**	19	7	28	2	*	11	14	5
	3%	**	-%	2%	5%	3%	1%	**	**	5%	2%	4%	1%	*%	5%	4%	1%
					ad					cef		ef			c	c	
Yes - 1.5 to 2 years ago	45	**	-	7	16	6	5	**	**	21	16	41	4	3	14	19	12
	5%	**	-%	2%	6%	4%	6%	**	**	5%	5%	5%	2%	3%	7%	5%	3%
					a		a			e	e	e			c		
Yes - 2 to 3 years ago	74	**	-	17	29	11	8	**	**	41	21	66	8	3	16	39	19
	8%	**	-%	5%	10%	7%	9%	**	**	11%	7%	9%	4%	4%	8%	10%	5%
					a		a			cef	e	ef			c	c	
Yes - More than 3 years ago	336	**	-	62	125	74	38	**	**	136	122	269	67	25	54	153	129
	34%	**	-%	18%	45%	46%	44%	**	**	35%	38%	35%	32%	26%	27%	38%	34%
					a	a	a			f	ef	f				a	a
No - never changed provider	386	**	-	227	63	53	20	**	**	121	121	268	118	62	75	126	184
	39%	**	-%	66%	23%	33%	24%	**	**	31%	38%	35%	57%	65%	37%	31%	49%
				bcd		bd					b		bcd	bcde			ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 64

Any break column with 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. SHOWCARD 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 : All responsible for the household's landline service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	862	979	476	577	381	407	1053	788	1573	268	1532	175	87	47
Effective Weighted Sample	1681	781	905	444	534	364	376	968	729	1439	243	1400	159	80	42
Total	978	480	498	306	299	160	213	605	373	845	133	820	89	46	24
Yes - in the last 6 months	53	23	30	13	16	10	14	30	23	45	8	47	5	**	**
	5%	5%	6%	4%	5%	6%	6%	5%	6%	5%	6%	6%	6%	**	**
Yes - 7 to 12 months ago	54	27	27	18	16	6	14	34	20	46	8	46	5	**	**
	6%	6%	5%	6%	5%	4%	7%	6%	5%	5%	6%	6%	5%	**	**
Yes - 13 to 18 months ago	30	15	15	9	11	4	5	21	9	24	6	26	1	**	**
	3%	3%	3%	3%	4%	2%	3%	3%	2%	3%	4%	3%	1%	**	**
Yes - 1.5 to 2 years ago	45	19	27	13	11	8	13	24	21	40	5	38	5	**	**
	5%	4%	5%	4%	4%	5%	6%	4%	6%	5%	4%	5%	6%	**	**
Yes - 2 to 3 years ago	74	35	39	21	29	14	11	50	25	61	14	59	6	**	**
	8%	7%	8%	7%	10%	9%	5%	8%	7%	7%	10%	7%	7%	**	**
					d	d									
Yes - More than 3 years ago	336	166	170	113	107	55	62	219	117	298	38	282	29	**	**
	34%	35%	34%	37%	36%	34%	29%	36%	31%	35%	29%	34%	32%	**	**
				d	d			b		b					
No - never changed provider	386	196	190	119	109	64	94	229	157	331	55	323	38	**	**
	39%	41%	38%	39%	37%	40%	44%	38%	42%	39%	41%	39%	42%	**	**
							b								

Columns Tested: a,b - a,b,c,d - a,b - 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 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 changed supplier in the last 12 months for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	a	~b	c	d	a	~b	~c	~d
Unweighted total	191	17	174	27	164	75	69	13	17	17	191	-	191	126	164	-	27	-
Effective Weighted Sample	174	16	158	25	149	66	65	12	15	16	174	-	174	115	149	-	25	-
Total	107	10	97	16	91	38	41	8	10	10	107	-	107	69	91	-	16	-
Yes	38	**	37	**	34	**	**	**	**	**	38	**	38	-	34	**	**	**
	35%	**	38%	**	37%	**	**	**	**	**	35% d	**	35% d	-%	37%	**	**	**
No	69	**	60	**	57	**	**	**	**	**	69	**	69	69	57	**	**	**
	65%	**	62%	**	63%	**	**	**	**	**	65%	**	65%	100% ac	63%	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 65

Any break column with 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 changed supplier in the last 12 months for the household's landline service

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~a	~b	~c	~d	~e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	191	27	164	44	56	23	25	15	16	85	66	167	23	5	49	86	55
Effective Weighted Sample	174	25	150	40	52	21	23	13	15	79	62	154	22	5	46	78	52
Total	107	16	91	25	31	13	13	8	11	54	32	97	9	2	32	49	26
Yes	38	**	32	**	**	**	**	**	**	**	**	36	**	**	**	**	**
	35%	**	36%	**	**	**	**	**	**	**	**	37%	**	**	**	**	**
No	69	**	58	**	**	**	**	**	**	**	**	61	**	**	**	**	**
	65%	**	64%	**	**	**	**	**	**	**	**	63%	**	**	**	**	**

Columns Tested: a,b - 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.

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 changed supplier in the last 12 months for the household's landline service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c	~d
Unweighted total	191	88	103	46	60	37	48	106	85	162	29	165	18	7	1
Effective Weighted Sample	174	79	96	43	56	35	44	97	78	148	26	151	16	6	1
Total	107	50	57	31	32	16	28	63	44	91	16	93	10	3	1
Yes	38	**	18	**	**	**	**	28	**	33	**	32	**	**	**
	35%	**	32%	**	**	**	**	44%	**	36%	**	34%	**	**	**
No	69	**	38	**	**	**	**	36	**	59	**	61	**	**	**
	65%	**	68%	**	**	**	**	56%	**	64%	**	66%	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous landline service provider?

Base : Those who have changed supplier in the last 12 months for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		SIMPLE BUNDLE TYPE					LANDLINE SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	a	~b	c	d	a	~b	~c	~d
Unweighted total	191	17	174	27	164	75	69	13	17	17	191	-	191	126	164	-	27	-
Effective Weighted Sample	174	16	158	25	149	66	65	12	15	16	174	-	174	115	149	-	25	-
Total	107	10	97	16	91	38	41	8	10	10	107	-	107	69	91	-	16	-
No, did not receive any other services	46	**	40	**	37	**	**	**	**	**	46	**	46	26	37	**	**	**
	43%	**	41%	**	41%	**	**	**	**	**	43%	**	43%	38%	41%	**	**	**
TV service	27	**	26	**	24	**	**	**	**	**	27	**	27	19	24	**	**	**
	25%	**	26%	**	26%	**	**	**	**	**	25%	**	25%	28%	26%	**	**	**
Fixed broadband service	53	**	49	**	47	**	**	**	**	**	53	**	53	38	47	**	**	**
	49%	**	51%	**	51%	**	**	**	**	**	49%	**	49%	55%	51%	**	**	**
Mobile phone service	3	**	3	**	3	**	**	**	**	**	3	**	3	2	3	**	**	**
	3%	**	3%	**	3%	**	**	**	**	**	3%	**	3%	4%	3%	**	**	**
Don't know	3	**	3	**	3	**	**	**	**	**	3	**	3	1	3	**	**	**
	3%	**	3%	**	3%	**	**	**	**	**	3%	**	3%	2%	3%	**	**	**
PREVIOUS QUAD PLAY	2	**	2	**	2	**	**	**	**	**	2	**	2	1	2	**	**	**
	2%	**	2%	**	2%	**	**	**	**	**	2%	**	2%	2%	2%	**	**	**
PREVIOUS TRIPLE PLAY	21	**	20	**	18	**	**	**	**	**	21	**	21	15	18	**	**	**
	19%	**	20%	**	20%	**	**	**	**	**	19%	**	19%	21%	20%	**	**	**
PREVIOUS DUAL PLAY	30	**	27	**	26	**	**	**	**	**	30	**	30	21	26	**	**	**
	28%	**	28%	**	29%	**	**	**	**	**	28%	**	28%	31%	29%	**	**	**
PREVIOUS OTHER BUNDLE	6	**	5	**	5	**	**	**	**	**	6	**	6	4	5	**	**	**
	5%	**	5%	**	5%	**	**	**	**	**	5%	**	5%	6%	5%	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous landline service provider?

Base : Those who have changed supplier in the last 12 months for the household's landline service

		SERVICES SWITCHED		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~a	~b	~c	~d	~e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	191	27	164	44	56	23	25	15	16	85	66	167	23	5	49	86	55
Effective Weighted Sample	174	25	150	40	52	21	23	13	15	79	62	154	22	5	46	78	52
Total	107	16	91	25	31	13	13	8	11	54	32	97	9	2	32	49	26
No, did not receive any other services	46	**	34	**	**	**	**	**	**	**	**	42	**	**	**	**	**
	43%	**	38%	**	**	**	**	**	**	**	**	43%	**	**	**	**	**
TV service	27	**	25	**	**	**	**	**	**	**	**	25	**	**	**	**	**
	25%	**	27%	**	**	**	**	**	**	**	**	26%	**	**	**	**	**
Fixed broadband service	53	**	50	**	**	**	**	**	**	**	**	48	**	**	**	**	**
	49%	**	55%	**	**	**	**	**	**	**	**	49%	**	**	**	**	**
Mobile phone service	3	**	3	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	3%	**	3%	**	**	**	**	**	**	**	**	2%	**	**	**	**	**
Don't know	3	**	2	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	3%	**	2%	**	**	**	**	**	**	**	**	3%	**	**	**	**	**
PREVIOUS QUAD PLAY	2	**	2	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	2%	**	2%	**	**	**	**	**	**	**	**	2%	**	**	**	**	**
PREVIOUS TRIPLE PLAY	21	**	19	**	**	**	**	**	**	**	**	19	**	**	**	**	**
	19%	**	21%	**	**	**	**	**	**	**	**	20%	**	**	**	**	**
PREVIOUS DUAL PLAY	30	**	29	**	**	**	**	**	**	**	**	27	**	**	**	**	**
	28%	**	32%	**	**	**	**	**	**	**	**	27%	**	**	**	**	**
PREVIOUS OTHER BUNDLE	6	**	5	**	**	**	**	**	**	**	**	5	**	**	**	**	**
	5%	**	6%	**	**	**	**	**	**	**	**	5%	**	**	**	**	**

Columns Tested: a,b - 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.

Q30. SHOWCARD Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous landline service provider?

Base : Those who have changed supplier in the last 12 months for the household's landline service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c	~d
Unweighted total	191	88	103	46	60	37	48	106	85	162	29	165	18	7	1
Effective Weighted Sample	174	79	96	43	56	35	44	97	78	148	26	151	16	6	1
Total	107	50	57	31	32	16	28	63	44	91	16	93	10	3	1
No, did not receive any other services	46	**	25	**	**	**	**	27	**	39	**	40	**	**	**
	43%	**	43%	**	**	**	**	43%	**	43%	**	43%	**	**	**
TV service	27	**	17	**	**	**	**	16	**	24	**	24	**	**	**
	25%	**	30%	**	**	**	**	25%	**	26%	**	26%	**	**	**
Fixed broadband service	53	**	26	**	**	**	**	30	**	46	**	47	**	**	**
	49%	**	47%	**	**	**	**	48%	**	50%	**	50%	**	**	**
Mobile phone service	3	**	2	**	**	**	**	2	**	2	**	3	**	**	**
	3%	**	3%	**	**	**	**	2%	**	3%	**	3%	**	**	**
Don't know	3	**	2	**	**	**	**	3	**	3	**	2	**	**	**
	3%	**	3%	**	**	**	**	4%	**	3%	**	2%	**	**	**
PREVIOUS QUAD PLAY	2	**	1	**	**	**	**	1	**	2	**	2	**	**	**
	2%	**	2%	**	**	**	**	1%	**	2%	**	2%	**	**	**
PREVIOUS TRIPLE PLAY	21	**	12	**	**	**	**	12	**	19	**	19	**	**	**
	19%	**	21%	**	**	**	**	19%	**	20%	**	20%	**	**	**
PREVIOUS DUAL PLAY	30	**	13	**	**	**	**	17	**	25	**	25	**	**	**
	28%	**	23%	**	**	**	**	26%	**	27%	**	27%	**	**	**
PREVIOUS OTHER BUNDLE	6	**	4	**	**	**	**	4	**	5	**	5	**	**	**
	5%	**	7%	**	**	**	**	6%	**	5%	**	5%	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Prepay/ pay as you go - using top-ups	353	339	14	343	10	**	8	339	193	160	29	**	10	28	314	22	**
	25%	27%	12%	26%	10%	**	11%	27%	21%	33%	21%	**	11%	24%	27%	21%	**
		b		b				b		ac				b	b		
Monthly contract / SIM only - paying monthly	1047	937	110	952	95	**	67	937	728	319	108	**	79	92	860	84	**
	75%	73%	88%	74%	90%	**	89%	73%	79%	67%	79%	**	89%	76%	73%	79%	**
			a		a		c		b		b		cd				

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 72

Any break column with 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. SHOWCARD 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

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Prepay/ pay as you go - using top-ups	353	353	-	-	-	69	64	54	26	47	13	40	**
	25%	100%	-%	-%	-%	18%	23%	25%	16%	38%	22%	59%	**
		b					ad	ad		abcdf		abcdef	
Monthly contract / SIM only - paying monthly	1047	-	1047	770	242	309	210	158	133	77	44	28	**
	75%	-%	100%	100%	100%	82%	77%	75%	84%	62%	78%	41%	**
			a			bceg	eg	eg	bceg	g	eg		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Prepay/ pay as you go - using top-ups	353	49	103	94	246	106	52	95	98	159	171	182	47	86	65	155	132	221
	25%	20%	18%	24%	20%	56%	69%	20%	19%	40%	25%	26%	13%	20%	27%	44%	16%	37%
				b		abcd	abcde			ab				a	ab	abc		a
Monthly contract / SIM only - paying monthly	1047	191	468	302	961	85	24	392	419	235	524	523	324	349	174	200	673	374
	75%	80%	82%	76%	80%	44%	31%	80%	81%	60%	75%	74%	87%	80%	73%	56%	84%	63%
		ef	cef	ef	ef	f		c	c				bcd	cd	d		b	

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

Q13. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Prepay/ pay as you go - using top-ups	353	311	42	281	32	26	**
	25%	25%	25%	24%	27%	37%	**
						a	
Monthly contract / SIM only - paying monthly	1047	921	126	899	85	44	**
	75%	75%	75%	76%	73%	63%	**
				c			

Columns Tested: 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.

Q14. Thinking of the contract you have for your current mobile phone service with (PROVIDER)... Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service and handset.

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	1770	1566	204	1591	179	81	123	1566	1229	541	190	30	149	160	1431	145	45
Effective Weighted Sample	1600	1415	186	1438	164	76	110	1415	1111	488	172	27	136	145	1293	132	41
Total	1047	937	110	952	95	43	67	937	728	319	108	16	79	92	860	84	25
Yes, still within minimum contract period	770	695	75	706	64	**	43	695	533	237	95	**	49	81	626	73	**
	74%	74%	68%	74%	67%	**	64%	74%	73%	74%	88%	**	62%	87%	73%	87%	**
				b				b			ab			bd	b		
No, I am out of my minimum contract period	242	213	29	215	27	**	21	213	173	68	11	**	25	10	205	10	**
	23%	23%	26%	23%	28%	**	31%	23%	24%	21%	10%	**	32%	11%	24%	12%	**
							c		c	c			cd		c		
Don't know	36	29	6	30	5	**	3	29	22	14	2	**	5	2	29	1	**
	3%	3%	6%	3%	5%	**	4%	3%	3%	4%	2%	**	6%	2%	3%	2%	**

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

Q14. Thinking of the contract you have for your current mobile phone service with (PROVIDER)... Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service and handset.

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		~a	b	a	b	a	b	c	d	e	~f	~g	~h
Unweighted total	1770	-	1770	1297	412	510	352	260	220	142	81	43	48
Effective Weighted Sample	1600	-	1600	1173	371	465	318	237	197	127	74	39	44
Total	1047	-	1047	770	242	309	210	158	133	77	44	28	26
Yes, still within minimum contract period	770	**	770	770	-	245	149	118	106	53	**	**	**
	74%	**	74%	100%	-%	79%	71%	75%	80%	68%	**	**	**
				b		be			be				
No, I am out of my minimum contract period	242	**	242	-	242	54	54	34	25	22	**	**	**
	23%	**	23%	-%	100%	18%	26%	21%	19%	29%	**	**	**
					a		a			ad			
Don't know	36	**	36	-	-	9	6	6	2	2	**	**	**
	3%	**	3%	-%	-%	3%	3%	4%	1%	3%	**	**	**

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

Any break column with 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. Thinking of the contract you have for your current mobile phone service with (PROVIDER)... Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service and handset.

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1770	285	695	578	1558	210	56	592	687	489	850	920	468	610	366	326	1078	692
Effective Weighted Sample	1600	267	642	534	1425	198	52	547	627	447	768	835	440	559	332	291	992	612
Total	1047	191	468	302	961	85	24	392	419	235	524	523	324	349	174	200	673	374
Yes, still within minimum contract period	770	155	351	209	714	55	**	301	310	159	374	396	219	262	134	155	481	289
	74%	81%	75%	69%	74%	65%	**	77%	74%	68%	71%	76%	68%	75%	77%	77%	71%	77%
		bcde	ce		ce			c	c			a		a	a	a		a
No, I am out of my minimum contract period	242	32	105	81	218	23	**	81	96	64	131	110	95	74	36	36	170	72
	23%	17%	22%	27%	23%	27%	**	21%	23%	27%	25%	21%	29%	21%	21%	18%	25%	19%
			a	ad	a	a				a	b		bcd				b	
Don't know	36	4	12	12	28	6	**	10	13	12	19	17	10	12	4	9	22	13
	3%	2%	2%	4%	3%	8%	**	2%	3%	5%	4%	3%	3%	4%	2%	4%	3%	4%
						abcd				a								

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

Q14. Thinking of the contract you have for your current mobile phone service with (PROVIDER)... Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service and handset.

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1770	1544	226	1511	147	76	36
Effective Weighted Sample	1600	1396	204	1366	132	70	31
Total	1047	921	126	899	85	44	19
Yes, still within minimum contract period	770	678	91	653	62	**	**
	74%	74%	72%	73%	73%	**	**
No, I am out of my minimum contract period	242	211	31	215	21	**	**
	23%	23%	24%	24%	25%	**	**
Don't know	36	31	5	32	2	**	**
	3%	3%	4%	4%	2%	**	**

Columns Tested: 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.

Q15. SHOWCARD 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

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	1770	1566	204	1591	179	81	123	1566	1229	541	190	30	149	160	1431	145	45
Effective Weighted Sample	1600	1415	186	1438	164	76	110	1415	1111	488	172	27	136	145	1293	132	41
Total	1047	937	110	952	95	43	67	937	728	319	108	16	79	92	860	84	25
A monthly contract including a new handset	720	658	62	666	54	**	37	658	499	221	70	**	47	63	603	55	**
	69%	70%	57%	70%	56%	**	55%	70%	69%	69%	65%	**	59%	69%	70%	66%	**
		b		b				b							b		
SIM only - no handset included in the deal - on a 30 day rolling contract	135	121	14	125	10	**	10	121	98	37	14	**	7	11	114	10	**
	13%	13%	12%	13%	10%	**	15%	13%	13%	12%	13%	**	9%	12%	13%	12%	**
SIM only - no handset included in the deal - on a 12 month contract	114	94	20	96	18	**	10	94	81	33	20	**	13	14	82	15	**
	11%	10%	18%	10%	19%	**	15%	10%	11%	10%	18%	**	16%	15%	10%	18%	**
			a		a						ab		d	d			
SIM only - no handset included in the deal - not sure of length of contract	57	45	12	45	11	**	8	45	37	20	3	**	11	2	43	2	**
	5%	5%	11%	5%	12%	**	12%	5%	5%	6%	2%	**	14%	2%	5%	2%	**
			a		a		c			c			cd				
Don't know	21	19	2	19	2	**	2	19	13	7	2	**	2	2	17	2	**
	2%	2%	2%	2%	2%	**	3%	2%	2%	2%	2%	**	2%	2%	2%	2%	**

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

Q15. SHOWCARD 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

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		~a	b	a	b	a	b	c	d	e	~f	~g	~h
Unweighted total	1770	-	1770	1297	412	510	352	260	220	142	81	43	48
Effective Weighted Sample	1600	-	1600	1173	371	465	318	237	197	127	74	39	44
Total	1047	-	1047	770	242	309	210	158	133	77	44	28	26
A monthly contract including a new handset	720	**	720	612	88	232	154	116	87	59	**	**	**
	69%	**	69%	80%	36%	75%	73%	73%	66%	76%	**	**	**
				b		d				d			
SIM only - no handset included in the deal - on a 30 day rolling contract	135	**	135	53	79	22	26	15	18	9	**	**	**
	13%	**	13%	7%	33%	7%	12%	10%	13%	12%	**	**	**
					a		a		a				
SIM only - no handset included in the deal - on a 12 month contract	114	**	114	76	36	29	18	17	21	5	**	**	**
	11%	**	11%	10%	15%	9%	9%	11%	16%	7%	**	**	**
					a				abe				
SIM only - no handset included in the deal - not sure of length of contract	57	**	57	22	31	19	8	8	6	3	**	**	**
	5%	**	5%	3%	13%	6%	4%	5%	5%	4%	**	**	**
					a								
Don't know	21	**	21	7	9	7	4	2	1	1	**	**	**
	2%	**	2%	1%	4%	2%	2%	1%	1%	1%	**	**	**
					a								

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

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1770	285	695	578	1558	210	56	592	687	489	850	920	468	610	366	326	1078	692
Effective Weighted Sample	1600	267	642	534	1425	198	52	547	627	447	768	835	440	559	332	291	992	612
Total	1047	191	468	302	961	85	24	392	419	235	524	523	324	349	174	200	673	374
A monthly contract including a new handset	720	140	346	189	675	45	**	285	301	134	348	372	205	242	129	145	446	274
	69%	73%	74%	63%	70%	53%	**	73%	72%	57%	66%	71%	63%	69%	74%	73%	66%	73%
		ce	ce	e	ce			c	c			a		a	a	a		a
SIM only - no handset included in the deal - on a 30 day rolling contract	135	21	52	47	121	14	**	41	51	43	70	65	54	43	22	17	96	38
	13%	11%	11%	16%	13%	16%	**	10%	12%	18%	13%	12%	17%	12%	12%	8%	14%	10%
				b		b				ab			bd				b	
SIM only - no handset included in the deal - on a 12 month contract	114	24	42	35	102	13	**	48	38	29	63	51	41	42	13	19	82	32
	11%	13%	9%	12%	11%	15%	**	12%	9%	12%	12%	10%	13%	12%	7%	9%	12%	9%
						b							c	c			b	
SIM only - no handset included in the deal - not sure of length of contract	57	5	20	24	49	7	**	13	24	19	33	24	18	18	8	14	35	21
	5%	2%	4%	8%	5%	9%	**	3%	6%	8%	6%	5%	5%	5%	4%	7%	5%	6%
				abd		abd				a								
Don't know	21	1	7	7	15	6	**	5	6	10	11	10	7	5	3	5	12	9
	2%	*%	2%	2%	2%	7%	**	1%	1%	4%	2%	2%	2%	1%	2%	3%	2%	2%
				a		abcd				ab								

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

Q15. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1770	1544	226	1511	147	76	36
Effective Weighted Sample	1600	1396	204	1366	132	70	31
Total	1047	921	126	899	85	44	19
A monthly contract including a new handset	720	632	88	613	59	**	**
	69%	69%	69%	68%	70%	**	**
SIM only - no handset included in the deal - on a 30 day rolling contract	135	116	19	124	6	**	**
	13%	13%	15%	14%	8%	**	**
				b			
SIM only - no handset included in the deal - on a 12 month contract	114	102	13	95	13	**	**
	11%	11%	10%	11%	15%	**	**
SIM only - no handset included in the deal - not sure of length of contract	57	51	6	49	5	**	**
	5%	6%	5%	5%	6%	**	**
Don't know	21	20	1	18	1	**	**
	2%	2%	1%	2%	1%	**	**

Columns Tested: 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.

Q16. SHOWCARD 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

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	~b	a	~b	~a	~b	c	a	~b	~c	~a	~b	~c	d	~a	~b
Unweighted total	147	128	19	129	18	6	13	128	101	46	2	-	18	2	127	2	-
Effective Weighted Sample	134	116	17	117	16	6	12	116	92	42	2	-	16	2	116	2	-
Total	88	77	10	78	10	4	7	77	61	27	2	-	10	2	76	2	-
I am paying a similar monthly tariff compared to when I signed up	41	36	**	36	**	**	**	36	30	**	**	**	**	**	36	**	**
	47%	47%	**	46%	**	**	**	47%	49%	**	**	**	**	**	47%	**	**
I am now on a cheaper monthly tariff compared to when I signed up	26	24	**	24	**	**	**	24	16	**	**	**	**	**	24	**	**
	29%	31%	**	30%	**	**	**	31%	27%	**	**	**	**	**	31%	**	**
I am now on a more expensive monthly tariff compared to when I signed up	16	14	**	15	**	**	**	14	12	**	**	**	**	**	14	**	**
	19%	18%	**	19%	**	**	**	18%	19%	**	**	**	**	**	18%	**	**
Don't know	4	3	**	3	**	**	**	3	3	**	**	**	**	**	2	**	**
	5%	4%	**	4%	**	**	**	4%	6%	**	**	**	**	**	3%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	147	-	147	-	147	35	32	20	13	25	7	2	3
Effective Weighted Sample	134	-	134	-	134	31	30	19	11	23	7	2	3
Total	88	-	88	-	88	21	21	12	7	15	4	1	2
I am paying a similar monthly tariff compared to when I signed up	41	**	41	**	41	**	**	**	**	**	**	**	**
	47%	**	47%	**	47%	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	26	**	26	**	26	**	**	**	**	**	**	**	**
	29%	**	29%	**	29%	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	16	**	16	**	16	**	**	**	**	**	**	**	**
	19%	**	19%	**	19%	**	**	**	**	**	**	**	**
Don't know	4	**	4	**	4	**	**	**	**	**	**	**	**
	5%	**	5%	**	5%	**	**	**	**	**	**	**	**

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

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	147	21	64	42	127	20	4	50	58	39	71	76	47	42	29	29	89	58
Effective Weighted Sample	134	20	60	39	117	19	4	47	54	36	65	69	44	39	27	26	83	52
Total	88	15	44	21	79	8	1	34	35	18	45	42	32	24	13	18	57	31
I am paying a similar monthly tariff compared to when I signed up	41	**	**	**	37	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	47%	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	26	**	**	**	25	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	31%	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	16	**	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	17%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4	**	**	**	4	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	5%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q16. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	~b	a	~b	~c	~d
Unweighted total	147	129	18	124	17	3	3
Effective Weighted Sample	134	118	16	112	16	3	3
Total	88	76	11	74	9	2	2
I am paying a similar monthly tariff compared to when I signed up	41	37	**	34	**	**	**
	47%	48%	**	46%	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	26	23	**	22	**	**	**
	29%	30%	**	29%	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	16	14	**	14	**	**	**
	19%	19%	**	19%	**	**	**
Don't know	4	3	**	4	**	**	**
	5%	3%	**	5%	**	**	**

Columns Tested: 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.

Q17. Is this mobile phone a smartphone? IF NECESSARY – Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Yes	1206	1096	110	1113	93	**	67	1096	833	373	127	**	78	112	1001	98	**
	86%	86%	89%	86%	88%	**	90%	86%	90%	78%	93%	**	87%	93%	85%	92%	**
									b		b			d			
No	192	178	14	180	13	**	8	178	88	105	10	**	11	9	171	8	**
	14%	14%	11%	14%	12%	**	10%	14%	10%	22%	7%	**	13%	7%	15%	8%	**
										ac					c		
Don't know	1	1	-	1	-	**	-	1	-	1	-	**	-	-	1	-	**
	*%	*%	-%	*%	-%	**	-%	*%	-%	*%	-%	**	-%	-%	*%	-%	**
										a							

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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? IF NECESSARY – Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

Base : Those responsible for a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Yes	1206	203	1003	749	224	341	244	178	152	91	47	58	**
	86%	57%	96%	97%	93%	90%	89%	84%	95%	73%	83%	85%	**
			a	b		cef	ce	e	abcefg		e	e	
No	192	150	43	20	18	36	29	34	8	34	9	10	**
	14%	42%	4%	3%	7%	10%	11%	16%	5%	27%	17%	15%	**
		b			a	d	d	abd		abcdfg	ad	d	
Don't know	1	*	1	1	-	*	-	*	-	-	-	-	**
	*%	*%	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 76

Any break column with 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? IF NECESSARY – Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Yes	1206	233	546	341	1119	86	22	471	481	253	596	610	342	390	208	266	732	474
	86%	97%	96%	86%	93%	45%	30%	97%	93%	64%	86%	87%	92%	90%	87%	75%	91%	80%
		cdef	cdef	ef	cef	f		bc	c				cd	d	d		b	
No	192	8	25	54	86	105	53	16	36	140	99	94	29	44	30	89	73	119
	14%	3%	4%	14%	7%	55%	70%	3%	7%	36%	14%	13%	8%	10%	13%	25%	9%	20%
				abd	ab	abcd	abcde		a	ab					a	abc		a
Don't know	1	-	*	1	1	-	-	-	1	*	*	1	-	-	1	*	-	1
	*%	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	-%	*%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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? IF NECESSARY – Using a smartphone you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy.

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Yes	1206	1063	143	1029	92	54	**
	86%	86%	85%	87%	79%	78%	**
				bc			
No	192	168	25	150	25	15	**
	14%	14%	15%	13%	21%	22%	**
					a	a	
Don't know	1	1	*	1	-	-	**
	*%	*%	*%	*%	-%	-%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 79

Any break column with 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Very satisfied	846	780	66	790	56	**	36	780	534	312	74	**	51	68	722	57	**
	60%	61%	53%	61%	53%	**	49%	61%	58%	65%	54%	**	57%	57%	61%	54%	**
		b		b				b		ac							
Fairly satisfied	451	403	48	409	42	**	31	403	312	140	53	**	34	44	365	41	**
	32%	32%	39%	32%	40%	**	42%	32%	34%	29%	38%	**	38%	37%	31%	38%	**
			a		a		c		b		b						
Neither satisfied nor dissatisfied	60	57	3	58	2	**	3	57	44	16	5	**	2	5	53	5	**
	4%	4%	3%	4%	2%	**	4%	4%	5%	3%	4%	**	2%	4%	5%	5%	**
Fairly dissatisfied	27	23	4	23	3	**	2	23	19	7	2	**	3	1	22	1	**
	2%	2%	3%	2%	3%	**	3%	2%	2%	2%	1%	**	3%	1%	2%	1%	**
Very dissatisfied	13	11	2	11	2	**	1	11	10	3	2	**	1	1	10	2	**
	1%	1%	1%	1%	2%	**	2%	1%	1%	1%	1%	**	1%	1%	1%	1%	**
Don't know	3	2	1	2	*	**	1	2	2	*	1	**	-	1	2	*	**
	*%	*%	1%	*%	*%	**	1%	*%	*%	*%	1%	**	-%	1%	*%	*%	**
							c				b						
TOTAL SATISFIED	1297	1183	114	1199	98	**	68	1183	846	452	127	**	84	113	1087	98	**
	93%	93%	92%	93%	93%	**	90%	93%	92%	94%	92%	**	94%	94%	93%	92%	**
										a							
TOTAL DISSATISFIED	39	34	6	34	5	**	4	34	29	10	4	**	3	2	32	3	**
	3%	3%	5%	3%	5%	**	5%	3%	3%	2%	3%	**	4%	2%	3%	2%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Very satisfied	846	211	635	480	130	232	160	117	93	87	35	56	**
	60%	60%	61%	62%	54%	61%	58%	55%	58%	70%	62%	82%	**
				b		c				abcd		abcdef	
Fairly satisfied	451	116	335	239	91	119	91	76	57	30	17	10	**
	32%	33%	32%	31%	38%	31%	33%	36%	36%	24%	30%	15%	**
					a	eg	eg	eg	eg		g		
Neither satisfied nor dissatisfied	60	18	43	29	11	16	14	11	7	4	2	1	**
	4%	5%	4%	4%	5%	4%	5%	5%	4%	4%	4%	2%	**
Fairly dissatisfied	27	5	22	13	7	7	6	6	2	1	1	1	**
	2%	1%	2%	2%	3%	2%	2%	3%	1%	1%	2%	1%	**
								e					
Very dissatisfied	13	3	9	6	3	3	3	2	1	2	1	-	**
	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	-%	**
Don't know	3	*	2	2	-	1	1	*	-	1	-	-	**
	*%	*%	*%	*%	-%	*%	*%	*%	-%	1%	-%	-%	**
TOTAL SATISFIED	1297	327	971	719	221	351	250	193	150	117	53	66	**
	93%	93%	93%	93%	91%	93%	91%	91%	94%	94%	93%	97%	**
												bc	
TOTAL DISSATISFIED	39	8	32	19	10	10	9	8	3	3	2	1	**
	3%	2%	3%	3%	4%	3%	3%	4%	2%	2%	3%	1%	**

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

Any break column with 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Very satisfied	846	156	319	244	720	125	46	307	286	250	403	443	218	271	150	207	489	357
	60%	65%	56%	62%	60%	65%	61%	63%	55%	64%	58%	63%	59%	62%	63%	58%	61%	60%
		b		b		bd		b		b		a						
Fairly satisfied	451	72	206	120	398	53	23	151	188	112	241	211	122	134	72	122	257	195
	32%	30%	36%	30%	33%	28%	31%	31%	36%	29%	35%	30%	33%	31%	30%	34%	32%	33%
			ace		e				ac		b							
Neither satisfied nor dissatisfied	60	7	25	19	52	8	4	18	24	18	31	29	20	16	8	16	36	24
	4%	3%	4%	5%	4%	4%	6%	4%	5%	5%	4%	4%	5%	4%	3%	4%	4%	4%
Fairly dissatisfied	27	4	10	10	24	3	1	7	12	9	16	11	8	7	6	6	15	12
	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Very dissatisfied	13	1	8	2	11	1	*	3	7	2	4	9	2	3	3	4	6	7
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			c															
Don't know	3	-	1	1	2	1	*	*	1	2	1	2	*	2	-	-	3	-
	*%	-%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%	-%	-%	*%	-%
						d												
TOTAL SATISFIED	1297	228	525	364	1118	178	70	459	474	363	644	654	340	406	223	329	746	552
	93%	95%	92%	92%	93%	93%	92%	94%	92%	92%	93%	93%	92%	93%	93%	93%	93%	93%
								b										
TOTAL DISSATISFIED	39	5	19	12	35	5	1	10	19	11	20	20	10	10	9	11	20	19
	3%	2%	3%	3%	3%	2%	1%	2%	4%	3%	3%	3%	3%	2%	4%	3%	3%	3%
									a									

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Very satisfied	846	757	89	703	72	50	**
	60%	61%	53%	60%	61%	72%	**
		b				a	
Fairly satisfied	451	389	62	394	33	15	**
	32%	32%	37%	33%	28%	21%	**
				c			
Neither satisfied nor dissatisfied	60	50	11	49	7	2	**
	4%	4%	6%	4%	6%	4%	**
Fairly dissatisfied	27	23	4	21	3	2	**
	2%	2%	2%	2%	3%	3%	**
Very dissatisfied	13	10	2	11	1	-	**
	1%	1%	1%	1%	1%	-%	**
Don't know	3	2	1	2	*	-	**
	*%	*%	*%	*%	*%	-%	**
TOTAL SATISFIED	1297	1146	151	1096	104	65	**
	93%	93%	90%	93%	90%	93%	**
		b					
TOTAL DISSATISFIED	39	33	6	33	4	2	**
	3%	3%	4%	3%	4%	3%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Currently looking for a new deal	50	48	2	48	2	**	1	48	40	10	2	**	2	2	46	2	**
	4%	4%	2%	4%	2%	**	2%	4%	4%	2%	1%	**	2%	1%	4%	2%	**
									bc								
Planning to look for a new deal	141	128	12	130	11	**	8	128	111	29	18	**	9	16	114	16	**
	10%	10%	10%	10%	10%	**	11%	10%	12%	6%	13%	**	10%	14%	10%	15%	**
									b		b						
Not currently looking or planning to look for a new deal	1193	1084	109	1100	92	**	65	1084	760	433	114	**	78	100	1000	86	**
	85%	85%	87%	85%	87%	**	87%	85%	82%	90%	83%	**	88%	83%	85%	81%	**
										ac							
Don't know	17	15	1	16	1	**	1	15	10	7	3	**	*	3	13	3	**
	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	2%	**	*%	2%	1%	2%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Currently looking for a new deal	50	7	43	22	19	11	12	11	5	5	2	1	**
	4%	2%	4%	3%	8%	3%	4%	5%	3%	4%	3%	1%	**
			a		a								
Planning to look for a new deal	141	24	116	86	28	36	37	23	16	8	2	4	**
	10%	7%	11%	11%	12%	10%	14%	11%	10%	7%	4%	5%	**
			a			f	aefg	f					
Not currently looking or planning to look for a new deal	1193	317	875	652	193	328	218	177	138	109	51	62	**
	85%	90%	84%	85%	80%	87%	80%	84%	86%	88%	91%	91%	**
		b		b		b			b	b	b	bc	
Don't know	17	5	12	10	1	2	6	1	1	2	1	2	**
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	2%	**
							a						

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

Any break column with 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. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Currently looking for a new deal	50	12	23	12	47	2	1	19	21	9	28	22	15	11	5	19	26	24
	4%	5%	4%	3%	4%	1%	1%	4%	4%	2%	4%	3%	4%	2%	2%	5%	3%	4%
		ef	ef	e	ef											bc		
Planning to look for a new deal	141	33	72	27	131	9	2	61	57	23	75	66	35	46	30	29	81	59
	10%	14%	13%	7%	11%	5%	3%	13%	11%	6%	11%	9%	9%	11%	13%	8%	10%	10%
		cef	cef		cef			c	c						d			
Not currently looking or planning to look for a new deal	1193	193	468	353	1015	176	70	400	436	355	583	610	317	371	203	301	688	504
	85%	80%	82%	89%	84%	92%	93%	82%	84%	90%	84%	87%	86%	85%	85%	85%	86%	85%
				abd		abd	abd			ab								
Don't know	17	2	8	4	13	4	2	6	4	7	10	7	4	6	1	6	10	7
	1%	1%	1%	1%	1%	2%	3%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%
							acd											

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

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Currently looking for a new deal	50	43	7	38	4	5	**
	4%	4%	4%	3%	3%	7%	**
Planning to look for a new deal	141	119	21	115	16	1	**
	10%	10%	13%	10%	14%	2%	**
				c	c		
Not currently looking or planning to look for a new deal	1193	1055	137	1017	91	63	**
	85%	86%	81%	86%	78%	91%	**
		b		b		b	
Don't know	17	13	3	10	6	1	**
	1%	1%	2%	1%	5%	1%	**
					a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Discussed deals or offers with your provider	201	173	27	177	23	**	15	173	141	60	32	**	20	28	149	25	**
	14%	14%	22%	14%	22%	**	20%	14%	15%	12%	23%	**	22%	24%	13%	24%	**
			a		a		c				ab		d	d			
Looked at alternative deals or offers from your provider	173	157	16	159	14	**	9	157	136	37	26	**	11	23	136	21	**
	12%	12%	13%	12%	13%	**	13%	12%	15%	8%	19%	**	12%	19%	12%	19%	**
									b		b			d			
Received a discount from your provider	122	99	23	101	21	**	16	99	83	39	17	**	17	12	88	13	**
	9%	8%	19%	8%	20%	**	22%	8%	9%	8%	12%	**	19%	10%	8%	12%	**
			a		a		c						cd				
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)	61	47	14	50	12	**	8	47	44	17	10	**	10	8	42	8	**
	4%	4%	11%	4%	11%	**	10%	4%	5%	4%	7%	**	11%	7%	4%	8%	**
			a		a		c				b		d	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)	16	13	3	14	2	**	2	13	11	5	2	**	2	1	13	1	**
	1%	1%	2%	1%	2%	**	2%	1%	1%	1%	1%	**	2%	1%	1%	1%	**
None of these	1001	926	75	939	62	**	46	926	625	376	78	**	55	70	869	59	**
	72%	73%	61%	73%	59%	**	62%	73%	68%	78%	57%	**	62%	58%	74%	56%	**
		b		b				b	c	ac					bc		

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Discussed deals or offers with your provider	201	26	174	130	39	52	38	35	30	11	10	3	**
	14%	7%	17%	17%	16%	14%	14%	16%	19%	9%	18%	5%	**
			a			eg	eg	eg	aeg		eg		
Looked at alternative deals or offers from your provider	173	30	143	108	33	56	36	24	21	6	7	6	**
	12%	8%	14%	14%	14%	15%	13%	11%	13%	5%	13%	8%	**
			a			e	e	e	e		e		
Received a discount from your provider	122	15	107	76	30	39	25	20	11	5	7	2	**
	9%	4%	10%	10%	12%	10%	9%	9%	7%	4%	12%	4%	**
			a			eg	e	eg			eg		
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)	61	4	57	45	12	15	11	12	5	2	4	2	**
	4%	1%	5%	6%	5%	4%	4%	6%	3%	1%	8%	3%	**
			a					e			e		
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)	16	1	15	10	3	6	4	1	2	-	1	1	**
	1%	*%	1%	1%	1%	1%	1%	*%	1%	-%	1%	2%	**
			a									e	
None of these	1001	296	705	515	164	262	195	143	115	106	38	56	**
	72%	84%	67%	67%	68%	69%	71%	67%	72%	85%	66%	82%	**
		b								abcdf		abcdf	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Discussed deals or offers with your provider	201	40	92	47	180	20	4	78	74	48	109	92	61	54	39	47	115	86
	14%	17%	16%	12%	15%	11%	5%	16%	14%	12%	16%	13%	16%	12%	16%	13%	14%	14%
		cef	cef	f	cef	f		c					b					
Looked at alternative deals or offers from your provider	173	36	83	42	161	12	3	66	72	35	85	88	54	60	26	33	114	59
	12%	15%	15%	11%	13%	6%	5%	14%	14%	9%	12%	12%	15%	14%	11%	9%	14%	10%
		cef	cef	ef	ef			c	c				d	d			b	
Received a discount from your provider	122	24	57	32	113	9	2	50	44	28	59	63	38	44	24	15	82	40
	9%	10%	10%	8%	9%	5%	3%	10%	8%	7%	8%	9%	10%	10%	10%	4%	10%	7%
		ef	ef	ef	ef			c					d	d	d		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)	61	15	25	18	58	3	1	25	25	11	31	30	23	19	8	12	42	19
	4%	6%	4%	4%	5%	2%	1%	5%	5%	3%	5%	4%	6%	4%	3%	3%	5%	3%
		ef	ef	ef	ef			c	c				cd				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)	16	4	7	4	16	1	-	6	7	3	7	9	6	6	2	2	12	4
	1%	2%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
None of these	1001	154	385	300	839	160	68	321	370	309	489	512	256	300	166	279	556	445
	72%	64%	67%	76%	70%	84%	90%	66%	71%	79%	70%	73%	69%	69%	69%	78%	69%	75%
				abd	a	abcd	abcd		a	ab						abc		a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Discussed deals or offers with your provider	201	174	26	164	14	15	**
	14%	14%	16%	14%	12%	21%	**
						ab	
Looked at alternative deals or offers from your provider	173	158	15	147	12	7	**
	12%	13%	9%	12%	11%	11%	**
Received a discount from your provider	122	106	16	101	8	10	**
	9%	9%	9%	9%	7%	15%	**
						ab	
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)	61	51	10	56	3	2	**
	4%	4%	6%	5%	3%	3%	**
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)	16	13	3	15	-	1	**
	1%	1%	2%	1%	-%	2%	**
						b	
None of these	1001	885	116	847	89	43	**
	72%	72%	69%	72%	76%	61%	**
				c	c		

Columns Tested: 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. SHOWCARD 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

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	~b	a	~b	~a	~b	c	a	~b	~c	~a	~b	~c	d	~a	~b
Unweighted total	205	164	41	167	38	12	29	164	142	63	28	8	30	20	147	21	7
Effective Weighted Sample	185	148	38	151	35	11	27	148	128	57	26	7	28	19	132	19	6
Total	122	99	23	101	21	7	16	99	83	39	17	4	17	12	88	13	4
I contacted my provider	88	69	**	71	**	**	**	69	61	**	**	**	**	**	61	**	**
	72%	70%	**	71%	**	**	**	70%	74%	**	**	**	**	**	70%	**	**
My provider contacted me	31	27	**	27	**	**	**	27	20	**	**	**	**	**	24	**	**
	26%	28%	**	27%	**	**	**	28%	25%	**	**	**	**	**	28%	**	**
Don’t know/ can’t remember	2	2	**	2	**	**	**	2	1	**	**	**	**	**	2	**	**
	2%	2%	**	2%	**	**	**	2%	2%	**	**	**	**	**	3%	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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. SHOWCARD 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

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		~a	b	a	~b	~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	205	26	179	129	48	66	40	33	18	9	13	4	6
Effective Weighted Sample	185	23	163	117	44	62	36	30	15	8	12	4	6
Total	122	15	107	76	30	39	25	20	11	5	7	2	3
I contacted my provider	88	**	79	57	**	**	**	**	**	**	**	**	**
	72%	**	73%	75%	**	**	**	**	**	**	**	**	**
My provider contacted me	31	**	26	18	**	**	**	**	**	**	**	**	**
	26%	**	24%	24%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	2	1	**	**	**	**	**	**	**	**	**
	2%	**	2%	1%	**	**	**	**	**	**	**	**	**

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

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	b	~a	~b	~c	~d	a	~b
Unweighted total	205	37	86	60	183	22	6	77	72	56	92	113	55	76	49	25	131	74
Effective Weighted Sample	185	35	79	55	167	21	6	71	66	51	84	102	52	69	45	22	121	65
Total	122	24	57	32	113	9	2	50	44	28	59	63	38	44	24	15	82	40
I contacted my provider	88	**	**	**	82	**	**	**	**	**	**	45	**	**	**	**	61	**
	72%	**	**	**	73%	**	**	**	**	**	**	72%	**	**	**	**	74%	**
My provider contacted me	31	**	**	**	29	**	**	**	**	**	**	16	**	**	**	**	20	**
	26%	**	**	**	25%	**	**	**	**	**	**	26%	**	**	**	**	24%	**
Don't know/ can't remember	2	**	**	**	2	**	**	**	**	**	**	2	**	**	**	**	1	**
	2%	**	**	**	2%	**	**	**	**	**	**	3%	**	**	**	**	2%	**

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	~b	a	~b	~c	~d
Unweighted total	205	173	32	167	14	18	6
Effective Weighted Sample	185	157	29	151	13	17	5
Total	122	106	16	101	8	10	3
I contacted my provider	88	78	**	75	**	**	**
	72%	73%	**	74%	**	**	**
My provider contacted me	31	26	**	25	**	**	**
	26%	25%	**	25%	**	**	**
Don't know/ can't remember	2	2	**	1	**	**	**
	2%	2%	**	1%	**	**	**

Columns Tested: 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. SHOWCARD 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

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~a	~b	~c	~d	~a	~b
Unweighted total	100	75	25	79	21	11	14	75	74	26	16	3	18	13	66	14	2
Effective Weighted Sample	91	68	23	72	19	10	13	68	67	24	15	3	16	12	60	13	2
Total	61	47	14	50	12	6	8	47	44	17	10	2	10	8	42	8	1
I contacted my provider	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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. SHOWCARD 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

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	100	7	93	73	18	21	18	20	9	3	7	4	5
Effective Weighted Sample	91	6	85	66	17	20	16	19	8	3	7	3	5
Total	61	4	57	45	12	15	11	12	5	2	4	2	3
I contacted my provider	46	**	**	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	14	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**
Don’t know/ can’t remember	1	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	100	21	38	33	92	8	2	36	43	21	49	51	33	30	17	20	63	37
Effective Weighted Sample	91	20	35	31	84	8	2	33	39	19	45	46	31	27	16	18	58	33
Total	61	15	25	18	58	3	1	25	25	11	31	30	23	19	8	12	42	19
I contacted my provider	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	100	81	19	91	5	4	-
Effective Weighted Sample	91	74	17	83	4	4	-
Total	61	51	10	56	3	2	-
I contacted my provider	46	**	**	**	**	**	**
	75%	**	**	**	**	**	**
My provider contacted me	14	**	**	**	**	**	**
	23%	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**
	2%	**	**	**	**	**	**

Columns Tested: 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. SHOWCARD 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

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~a	~b	~c	~d	~a	~b
Unweighted total	27	22	5	23	4	2	3	22	18	9	3	1	3	2	21	2	1
Effective Weighted Sample	25	20	5	21	4	2	3	20	16	9	3	1	3	2	19	2	1
Total	16	13	3	14	2	1	2	13	11	5	2	*	2	1	13	1	*
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don’t know/ can’t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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. SHOWCARD 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

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	27	3	24	17	4	9	7	1	3	-	1	2	1
Effective Weighted Sample	25	3	22	16	4	9	6	1	3	-	1	2	1
Total	16	1	15	10	3	6	4	1	2	-	1	1	*
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	27	6	11	8	25	2	-	10	11	6	11	16	8	10	5	4	18	9
Effective Weighted Sample	25	5	10	8	23	2	-	9	10	6	10	14	8	9	5	4	17	9
Total	16	4	7	4	16	1	-	6	7	3	7	9	6	6	2	2	12	4
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	27	21	6	24	-	3	-
Effective Weighted Sample	25	19	5	22	-	3	-
Total	16	13	3	15	-	1	-
I contacted my provider	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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 a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Received a discount	88	69	19	71	17	**	13	69	61	27	13	**	14	10	61	10	**
	6%	5%	15%	5%	16%	**	18%	5%	7%	6%	10%	**	16%	8%	5%	9%	**
			a		a		c				b		cd				
Added extra or improved services	46	35	11	37	9	**	6	35	32	14	5	**	9	5	33	4	**
	3%	3%	9%	3%	9%	**	8%	3%	3%	3%	3%	**	10%	4%	3%	4%	**
			a		a		c						cd				
Reduced or downgraded services	14	11	3	12	2	**	2	11	9	5	1	**	2	*	11	*	**
	1%	1%	2%	1%	2%	**	2%	1%	1%	1%	1%	**	2%	*%	1%	*%	**
			a														
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	131	105	25	108	23	**	17	105	94	37	16	**	19	13	95	13	**
	9%	8%	20%	8%	21%	**	23%	8%	10%	8%	12%	**	21%	11%	8%	12%	**
			a		a		c				b		cd				
ALL 3 CHANGES	1	1	-	1	-	**	-	1	*	1	-	**	-	-	1	-	**
	*%	*%	-%	*%	-%	**	-%	*%	*%	*%	-%	**	-%	-%	*%	-%	**
DISCOUNT AND EXTRA SERVICES	13	7	6	8	4	**	3	7	7	6	2	**	4	2	6	1	**
	1%	1%	5%	1%	4%	**	5%	1%	1%	1%	2%	**	5%	2%	1%	1%	**
			a		a		c						d	d			
DISCOUNT AND REDUCED SERVICES	1	1	1	1	1	**	-	1	1	1	-	**	1	-	1	-	**
	*%	*%	1%	*%	1%	**	-%	*%	*%	*%	-%	**	1%	-%	*%	-%	**
			a		a								d				
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	1	1	**	1	-	-	1	-	**	1	-	1	-	**
	*%	-%	1%	*%	1%	**	1%	-%	-%	*%	-%	**	1%	-%	*%	-%	**
			a		a		c			a			d				

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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 a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
DISCOUNT ONLY	73	60	13	61	12	**	10	60	53	20	11	**	9	8	53	9	**
	5%	5%	10%	5%	11%	**	13%	5%	6%	4%	8%	**	10%	6%	5%	8%	**
			a		a		c				b		d				
EXTRA SERVICES ONLY	31	27	4	27	4	**	2	27	24	6	2	**	4	2	25	2	**
	2%	2%	3%	2%	4%	**	3%	2%	3%	1%	2%	**	4%	2%	2%	2%	**
									b								
REDUCED SERVICES ONLY	10	9	1	9	1	**	1	9	8	2	1	**	*	*	9	*	**
	1%	1%	1%	1%	1%	**	1%	1%	1%	*%	1%	**	1%	*%	1%	*%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1269	1170	99	1186	83	**	58	1170	827	442	121	**	70	108	1078	93	**
	91%	92%	80%	92%	79%	**	77%	92%	90%	92%	88%	**	79%	89%	92%	88%	**
		b		b				b		c				b	b		

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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 a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Received a discount	88	10	79	57	20	28	16	14	10	4	6	1	**
	6%	3%	8%	7%	8%	7%	6%	7%	6%	3%	10%	1%	**
			a			eg	g	g	g		eg		
Added extra or improved services	46	3	43	33	9	11	9	8	4	2	4	1	**
	3%	1%	4%	4%	4%	3%	3%	4%	3%	1%	7%	1%	**
			a								aeg		
Reduced or downgraded services	14	1	13	10	1	5	3	1	1	-	1	1	**
	1%	*%	1%	1%	*%	1%	1%	*%	1%	-%	1%	2%	**
												e	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	131	13	118	86	28	38	25	22	15	5	8	3	**
	9%	4%	11%	11%	12%	10%	9%	10%	10%	4%	14%	4%	**
			a			e	e	e	e		eg		
ALL 3 CHANGES	1	-	1	1	-	1	-	-	-	-	-	-	**
	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	13	1	12	9	2	2	3	2	*	1	2	-	**
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	3%	-%	**
											ad		
DISCOUNT AND REDUCED SERVICES	1	-	1	1	-	-	1	-	-	-	1	-	**
	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%	1%	-%	**
											ac		
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	1	-	1	-	-	-	-	-	-	**
	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	**
DISCOUNT ONLY	73	9	64	46	18	24	12	12	10	3	3	1	**
	5%	2%	6%	6%	7%	6%	5%	6%	6%	2%	6%	1%	**
			a			eg		eg	eg				

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

Any break column with 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 a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
EXTRA SERVICES ONLY	31	2	29	21	7	7	6	7	4	1	2	1	**
	2%	1%	3%	3%	3%	2%	2%	3%	3%	*%	4%	1%	**
			a					e			e		
REDUCED SERVICES ONLY	10	1	9	7	1	3	3	1	1	-	-	1	**
	1%	*%	1%	1%	*%	1%	1%	*%	1%	-%	-%	2%	**
												e	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1269	340	929	683	213	339	249	191	144	120	49	65	**
	91%	96%	89%	89%	88%	90%	91%	90%	90%	96%	86%	96%	**
		b								abcdf		f	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Received a discount	88	16	42	23	82	6	2	36	32	20	43	45	29	32	17	10	61	27
	6%	7%	7%	6%	7%	3%	3%	7%	6%	5%	6%	6%	8%	7%	7%	3%	8%	5%
		e	e		e								d	d	d		b	
Added extra or improved services	46	9	22	13	44	2	1	17	20	8	22	24	19	12	6	9	31	15
	3%	4%	4%	3%	4%	1%	1%	4%	4%	2%	3%	3%	5%	3%	3%	3%	4%	3%
		e	e	e	e				c				bcd					
Reduced or downgraded services	14	3	6	4	13	1	-	6	6	3	6	8	5	5	2	2	10	4
	1%	1%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	131	27	61	33	122	9	3	55	49	28	63	68	46	45	24	17	90	40
	9%	11%	11%	8%	10%	5%	4%	11%	9%	7%	9%	10%	12%	10%	10%	5%	11%	7%
		ef	ef	e	ef			c					d	d	d		b	
ALL 3 CHANGES	1	-	-	1	1	-	-	-	*	1	-	1	1	-	-	*	1	*
	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	13	1	7	4	12	*	-	4	7	2	6	7	5	3	2	3	8	5
	1%	1%	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	-	1	1	-	-	1	-
	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	1	1	-	-	-	1	1	1	1	1	-	-	1	1	1
	*%	-%	*%	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%
DISCOUNT ONLY	73	15	34	17	67	6	2	31	24	18	36	37	24	28	15	7	51	22
	5%	6%	6%	4%	6%	3%	3%	6%	5%	4%	5%	5%	6%	6%	6%	2%	6%	4%
		e	e		e								d	d	d		b	
EXTRA SERVICES ONLY	31	8	14	8	29	2	1	13	12	5	15	16	13	9	4	5	22	9
	2%	3%	2%	2%	2%	1%	1%	3%	2%	1%	2%	2%	3%	2%	2%	1%	3%	2%
		e			e			c					d				b	

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
REDUCED SERVICES ONLY	10	3	4	2	9	1	-	5	4	2	4	6	3	4	2	1	7	3
	1%	1%	1%	*%	1%	*%	-%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1269	213	509	363	1085	183	72	432	469	366	632	637	325	390	216	339	715	555
	91%	89%	89%	92%	90%	95%	96%	89%	91%	93%	91%	90%	88%	90%	90%	95%	89%	93%
						abcd	abd			a						abc		a

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Received a discount	88	78	11	75	6	5	**
	6%	6%	6%	6%	5%	7%	**
Added extra or improved services	46	39	7	42	2	2	**
	3%	3%	4%	4%	2%	3%	**
Reduced or downgraded services	14	11	3	13	-	1	**
	1%	1%	2%	1%	-%	2%	**
						b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	131	112	19	114	8	6	**
	9%	9%	11%	10%	7%	9%	**
ALL 3 CHANGES	1	1	-	1	-	-	**
	*%	*%	-%	*%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	13	11	2	12	-	1	**
	1%	1%	1%	1%	-%	2%	**
						b	
DISCOUNT AND REDUCED SERVICES	1	1	-	1	-	-	**
	*%	*%	-%	*%	-%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	1	-	1	**
	*%	*%	-%	*%	-%	1%	**
						a	
DISCOUNT ONLY	73	64	9	61	6	4	**
	5%	5%	5%	5%	5%	5%	**
EXTRA SERVICES ONLY	31	26	5	29	2	-	**
	2%	2%	3%	2%	2%	-%	**

Columns Tested: 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 a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
REDUCED SERVICES ONLY	10	7	3	9	-	1	**
	1%	1%	2%	1%	-%	1%	**
			a				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1269	1119	150	1066	109	63	**
	91%	91%	89%	90%	93%	91%	**

Columns Tested: 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 a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Received a discount	31	27	4	27	4	**	3	27	20	11	3	**	3	3	24	3	**
	2%	2%	3%	2%	4%	**	4%	2%	2%	2%	3%	**	4%	2%	2%	3%	**
Added extra or improved services	14	12	2	12	2	**	1	12	11	3	4	**	1	3	9	4	**
	1%	1%	2%	1%	2%	**	1%	1%	1%	1%	3%	**	1%	3%	1%	4%	**
											ab			d			
Reduced or downgraded services	1	1	-	1	-	**	-	1	1	1	-	**	-	-	1	-	**
	*%	*%	-%	*%	-%	**	-%	*%	*%	*%	-%	**	-%	-%	*%	-%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	45	39	6	39	6	**	3	39	31	14	7	**	4	5	33	7	**
	3%	3%	5%	3%	5%	**	5%	3%	3%	3%	5%	**	4%	5%	3%	6%	**
DISCOUNT AND EXTRA SERVICES	2	2	*	2	*	**	*	2	1	1	1	**	*	1	1	1	**
	*%	*%	*%	*%	*%	**	*%	*%	*%	*%	*%	**	*%	*%	*%	1%	**
DISCOUNT ONLY	29	26	4	26	4	**	3	26	19	10	3	**	3	2	23	2	**
	2%	2%	3%	2%	4%	**	3%	2%	2%	2%	2%	**	3%	2%	2%	2%	**
EXTRA SERVICES ONLY	12	10	2	10	2	**	*	10	10	2	4	**	*	3	7	4	**
	1%	1%	1%	1%	1%	**	1%	1%	1%	*%	3%	**	1%	2%	1%	4%	**
											ab			d			
REDUCED SERVICES ONLY	1	1	-	1	-	**	-	1	1	1	-	**	-	-	1	-	**
	*%	*%	-%	*%	-%	**	-%	*%	*%	*%	-%	**	-%	-%	*%	-%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1355	1237	119	1255	100	**	71	1237	890	465	130	**	85	115	1140	100	**
	97%	97%	95%	97%	95%	**	95%	97%	97%	97%	95%	**	96%	95%	97%	94%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Received a discount	31	5	26	18	8	11	7	5	1	1	1	2	**
	2%	1%	2%	2%	3%	3%	3%	2%	*%	1%	2%	2%	**
						de	d						
Added extra or improved services	14	1	13	10	2	3	2	4	1	-	*	1	**
	1%	*%	1%	1%	1%	1%	1%	2%	1%	-%	1%	2%	**
			a					e					
Reduced or downgraded services	1	-	1	1	1	1	-	-	1	-	-	-	**
	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	45	6	39	28	10	15	9	9	2	1	1	2	**
	3%	2%	4%	4%	4%	4%	3%	4%	1%	1%	2%	4%	**
			a			e	e	de				e	
DISCOUNT AND EXTRA SERVICES	2	*	2	1	1	1	1	-	-	-	-	*	**
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	*%	**
DISCOUNT ONLY	29	5	24	17	7	11	7	5	1	1	1	1	**
	2%	1%	2%	2%	3%	3%	2%	2%	*%	1%	2%	2%	**
						d							
EXTRA SERVICES ONLY	12	1	11	9	1	3	1	4	1	-	*	1	**
	1%	*%	1%	1%	1%	1%	*%	2%	1%	-%	1%	1%	**
			a					e					
REDUCED SERVICES ONLY	1	-	1	1	1	1	-	-	1	-	-	-	**
	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1355	347	1008	742	231	363	265	203	157	124	55	66	**
	97%	98%	96%	96%	96%	96%	97%	96%	99%	99%	98%	96%	**
		b							c	abcg			

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

Any break column with 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 a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Received a discount	31	7	13	8	29	3	-	13	12	7	15	16	8	12	7	4	20	11
	2%	3%	2%	2%	2%	1%	-%	3%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%
		f	f		f										d			
Added extra or improved services	14	6	3	4	13	1	-	8	4	2	9	5	4	6	1	3	10	4
	1%	3%	*%	1%	1%	1%	-%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		bcdef						c										
Reduced or downgraded services	1	1	1	-	1	-	-	1	1	-	1	1	1	1	-	-	1	-
	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	45	13	16	12	41	3	-	19	17	8	24	21	12	18	7	7	30	15
	3%	5%	3%	3%	3%	2%	-%	4%	3%	2%	3%	3%	3%	4%	3%	2%	4%	2%
		bcef	f	f	f			c						d				
DISCOUNT AND EXTRA SERVICES	2	1	*	-	2	*	-	2	-	*	1	1	1	*	1	-	1	1
	*%	1%	*%	-%	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%
		c																
DISCOUNT ONLY	29	6	13	8	27	2	-	11	12	7	14	15	7	11	6	4	19	10
	2%	2%	2%	2%	2%	1%	-%	2%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%
		f																
EXTRA SERVICES ONLY	12	5	2	4	11	1	-	6	4	1	8	4	3	5	*	3	8	3
	1%	2%	*%	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%
		be						c						c				
REDUCED SERVICES ONLY	1	1	1	-	1	-	-	1	1	-	1	1	1	1	-	-	1	-
	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1355	227	554	384	1166	188	76	468	501	385	671	684	359	417	232	348	775	580
	97%	95%	97%	97%	97%	98%	100%	96%	97%	98%	97%	97%	97%	96%	97%	98%	96%	98%
			a	a		a	abcd			a						b		

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Received a discount	31	26	5	25	1	5	**
	2%	2%	3%	2%	1%	7%	**
						ab	
Added extra or improved services	14	11	3	13	*	*	**
	1%	1%	2%	1%	*%	1%	**
Reduced or downgraded services	1	1	-	1	-	-	**
	*%	*%	-%	*%	-%	-%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	45	37	8	38	2	5	**
	3%	3%	5%	3%	1%	7%	**
						ab	
DISCOUNT AND EXTRA SERVICES	2	2	-	2	-	-	**
	*%	*%	-%	*%	-%	-%	**
DISCOUNT ONLY	29	24	5	23	1	5	**
	2%	2%	3%	2%	1%	7%	**
						ab	
EXTRA SERVICES ONLY	12	9	3	11	*	*	**
	1%	1%	2%	1%	*%	1%	**
			a				
REDUCED SERVICES ONLY	1	1	-	1	-	-	**
	*%	*%	-%	*%	-%	-%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1355	1195	161	1142	115	65	**
	97%	97%	95%	97%	99%	93%	**
				c	c		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Discussed deals or offers with any other provider	101	89	13	91	11	**	7	89	84	18	27	**	9	26	65	22	**
	7%	7%	10%	7%	10%	**	10%	7%	9%	4%	20%	**	10%	21%	6%	20%	**
									b		ab		d	bd			
Looked at deals or offers from any other provider	194	177	17	178	17	**	10	177	165	30	32	**	15	30	148	24	**
	14%	14%	14%	14%	16%	**	13%	14%	18%	6%	23%	**	17%	25%	13%	22%	**
									b		b			d			
Talked with friends or family for recommendations about providers	154	145	9	145	9	**	6	145	116	38	20	**	6	17	128	18	**
	11%	11%	7%	11%	9%	**	7%	11%	13%	8%	14%	**	7%	14%	11%	17%	**
									b		b			b			
None of these	1049	955	94	971	79	**	57	955	640	410	79	**	65	66	905	61	**
	75%	75%	76%	75%	74%	**	76%	75%	69%	85%	58%	**	73%	55%	77%	57%	**
									c	ac			c		c		

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Discussed deals or offers with any other provider	101	16	85	61	22	25	24	15	12	5	4	2	**
	7%	5%	8%	8%	9%	7%	9%	7%	8%	4%	8%	3%	**
			a				eg						
Looked at deals or offers from any other provider	194	27	167	123	41	59	42	25	24	10	9	9	**
	14%	8%	16%	16%	17%	16%	15%	12%	15%	8%	16%	14%	**
			a			e	e		e		e		
Talked with friends or family for recommendations about providers	154	39	115	80	32	44	27	25	19	15	4	8	**
	11%	11%	11%	10%	13%	12%	10%	12%	12%	12%	7%	12%	**
None of these	1049	293	757	557	171	279	200	160	116	101	45	51	**
	75%	83%	72%	72%	71%	74%	73%	75%	73%	81%	79%	74%	**
		b								abd			

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

Any break column with 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Discussed deals or offers with any other provider	101	26	52	17	95	6	1	47	37	17	48	53	26	33	19	24	59	43
	7%	11%	9%	4%	8%	3%	2%	10%	7%	4%	7%	8%	7%	8%	8%	7%	7%	7%
		cef	cef		cef			c	c									
Looked at deals or offers from any other provider	194	45	103	40	187	7	1	85	86	24	105	89	58	68	30	39	126	68
	14%	19%	18%	10%	16%	4%	2%	17%	17%	6%	15%	13%	16%	16%	12%	11%	16%	11%
		cef	cef	ef	cef			c	c				d	d			b	
Talked with friends or family for recommendations about providers	154	44	63	36	143	10	4	72	55	27	76	78	42	54	21	36	96	58
	11%	18%	11%	9%	12%	5%	6%	15%	11%	7%	11%	11%	11%	12%	9%	10%	12%	10%
		bcdef	ef	e	cef			bc	c					c				
None of these	1049	160	399	315	874	174	71	334	375	338	513	537	278	308	184	280	586	464
	75%	67%	70%	80%	72%	91%	93%	69%	72%	86%	74%	76%	75%	71%	77%	79%	73%	78%
				abd	a	abcd	abcd			ab					b	b		a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Discussed deals or offers with any other provider	101	88	13	82	8	6	**
	7%	7%	8%	7%	7%	9%	**
Looked at deals or offers from any other provider	194	171	23	165	15	9	**
	14%	14%	14%	14%	13%	12%	**
Talked with friends or family for recommendations about providers	154	129	25	106	14	16	**
	11%	10%	15%	9%	12%	23%	**
			a			ab	
None of these	1049	929	120	906	85	44	**
	75%	75%	71%	77%	73%	64%	**
				c			

Columns Tested: 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. SHOWCARD 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 a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Agree strongly	416	379	37	388	28	**	22	379	246	170	42	**	23	37	351	33	**
	30%	30%	30%	30%	27%	**	30%	30%	27%	35% a	30%	**	26%	31%	30%	31%	**
Agree slightly	392	359	32	362	29	**	19	359	289	103	39	**	25	34	328	28	**
	28%	28%	26%	28%	28%	**	26%	28%	31% b	21%	28% b	**	28%	29%	28%	27%	**
Disagree slightly	202	178	24	179	23	**	15	178	149	53	22	**	18	17	162	16	**
	14%	14%	20% a	14%	22% a	**	20%	14%	16% b	11%	16% b	**	20% d	14%	14%	15%	**
Disagree strongly	173	156	17	159	14	**	10	156	125	48	21	**	11	18	141	16	**
	12%	12%	14%	12%	13%	**	14%	12%	14% b	10%	15% b	**	13%	15%	12%	15%	**
Don't know	218	204	14	206	12	**	8	204	112	106	14	**	12	14	192	13	**
	16%	16%	11%	16%	11%	**	11%	16%	12%	22% ac	10%	**	13%	12%	16%	12%	**
TOTAL AGREE	807	738	69	750	57	**	42	738	535	272	80	**	48	71	679	62	**
	58%	58%	56%	58%	54%	**	55%	58%	58%	57%	59%	**	54%	59%	58%	58%	**
TOTAL DISAGREE	375	333	41	338	37	**	25	333	274	100	43	**	29	35	302	32	**
	27%	26%	33% a	26%	35% a	**	34%	26%	30% b	21%	31% b	**	33% d	29%	26%	30%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c - 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. SHOWCARD 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 a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Agree strongly	416	127	289	214	68	105	73	64	45	45	23	26	**
	30%	36%	28%	28%	28%	28%	27%	30%	28%	36%	41%	38%	**
		b								ab	abcd	ab	
Agree slightly	392	76	316	235	69	113	84	60	50	25	12	16	**
	28%	21%	30%	31%	29%	30%	31%	28%	31%	20%	21%	23%	**
			a			e	ef	e	e				
Disagree slightly	202	35	167	119	42	57	50	29	22	13	4	5	**
	14%	10%	16%	16%	18%	15%	18%	14%	14%	10%	8%	7%	**
			a			fg	efg						
Disagree strongly	173	29	144	109	30	52	32	24	23	13	9	7	**
	12%	8%	14%	14%	13%	14%	12%	11%	14%	10%	15%	11%	**
			a										
Don't know	218	86	132	92	31	51	34	36	20	29	9	15	**
	16%	24%	13%	12%	13%	13%	13%	17%	12%	23%	15%	22%	**
		b								abd		abd	
TOTAL AGREE	807	203	604	449	138	217	157	124	95	69	35	41	**
	58%	58%	58%	58%	57%	58%	57%	58%	59%	56%	62%	61%	**
TOTAL DISAGREE	375	64	311	229	73	109	82	53	45	26	13	12	**
	27%	18%	30%	30%	30%	29%	30%	25%	28%	21%	23%	18%	**
			a			eg	eg		g				

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

Any break column with 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. SHOWCARD 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 a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Agree strongly	416	59	145	134	338	78	31	124	140	152	193	223	111	129	73	103	240	176
	30%	25%	25%	34%	28%	41%	41%	25%	27%	39%	28%	32%	30%	30%	30%	29%	30%	30%
				abd		abcd	abd			ab		a						
Agree slightly	392	78	174	103	355	35	14	148	161	82	210	182	112	130	59	90	242	149
	28%	33%	30%	26%	29%	18%	18%	30%	31%	21%	30%	26%	30%	30%	25%	25%	30%	25%
		cef	ef	ef	ef			c	c		b		c	c			b	
Disagree slightly	202	34	93	59	186	16	5	74	83	46	107	95	53	77	30	42	130	72
	14%	14%	16%	15%	15%	8%	6%	15%	16%	12%	15%	13%	14%	18%	12%	12%	16%	12%
		ef	ef	ef	ef			c	c					cd			b	
Disagree strongly	173	32	85	36	154	18	5	67	66	39	86	86	48	48	38	39	96	77
	12%	13%	15%	9%	13%	10%	6%	14%	13%	10%	12%	12%	13%	11%	16%	11%	12%	13%
		cf	cef		cf			c							bd			
Don't know	218	37	73	63	174	44	21	75	68	74	99	119	47	50	40	81	97	122
	16%	16%	13%	16%	14%	23%	28%	15%	13%	19%	14%	17%	13%	11%	17%	23%	12%	20%
						abcd	abcd			b					b	abc		a
TOTAL AGREE	807	137	319	237	693	113	45	271	301	234	403	405	223	259	132	193	483	325
	58%	57%	56%	60%	57%	59%	59%	56%	58%	60%	58%	57%	60%	60%	55%	54%	60%	55%
													d				b	
TOTAL DISAGREE	375	66	179	96	340	34	10	141	149	85	193	181	100	125	68	81	226	149
	27%	27%	31%	24%	28%	18%	13%	29%	29%	22%	28%	26%	27%	29%	28%	23%	28%	25%
		ef	cef	ef	cef			c	c					d	d			

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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. SHOWCARD 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 a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Agree strongly	416	365	51	350	37	26	**
	30%	30%	30%	30%	32%	37%	**
Agree slightly	392	349	43	339	26	19	**
	28%	28%	25%	29%	23%	27%	**
Disagree slightly	202	177	25	173	15	7	**
	14%	14%	15%	15%	13%	10%	**
Disagree strongly	173	151	21	144	15	11	**
	12%	12%	12%	12%	13%	15%	**
Don't know	218	189	29	175	23	8	**
	16%	15%	17%	15%	19%	11%	**
					c		
TOTAL AGREE	807	714	93	689	63	45	**
	58%	58%	55%	58%	54%	64%	**
TOTAL DISAGREE	375	328	46	317	31	18	**
	27%	27%	27%	27%	26%	25%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 89

Any break column with 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. SHOWCARD 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 : All responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	b	a	b	~a	b	c	a	b	c	~a	b	c	d	a	~b
Unweighted total	2392	2157	235	2191	201	93	142	2157	1566	826	237	31	170	206	1985	181	56
Effective Weighted Sample	2141	1929	214	1960	184	87	127	1929	1404	737	213	28	156	185	1775	162	51
Total	1400	1276	124	1294	106	49	75	1276	921	479	137	17	89	120	1174	106	31
Yes - in the last 6 months	75	63	11	67	8	**	6	63	75	-	75	**	-	67	-	61	**
	5%	5%	9%	5%	7%	**	8%	5%	8%	-%	54%	**	-%	55%	-%	57%	**
			a						b		ab			bd			
Yes - 7 to 12 months ago	62	53	9	54	9	**	6	53	62	-	62	**	-	54	-	45	**
	4%	4%	7%	4%	8%	**	8%	4%	7%	-%	46%	**	-%	45%	-%	43%	**
			a		a		c		b		ab			bd			
Yes - 13 to 18 months ago	61	57	4	57	4	**	1	57	61	-	-	**	4	-	57	-	**
	4%	4%	3%	4%	4%	**	1%	4%	7%	-%	-%	**	5%	-%	5%	-%	**
									bc				c		c		
Yes - 1.5 to 2 years ago	79	72	8	72	7	**	5	72	79	-	-	**	7	-	72	-	**
	6%	6%	6%	6%	7%	**	7%	6%	9%	-%	-%	**	8%	-%	6%	-%	**
									bc				c		c		
Yes - 2 to 3 years ago	152	136	16	139	13	**	9	136	152	-	-	**	13	-	139	-	**
	11%	11%	13%	11%	12%	**	12%	11%	17%	-%	-%	**	15%	-%	12%	-%	**
									bc				c		c		
Yes - More than 3 years ago	491	447	44	452	39	**	27	447	491	-	-	**	39	-	452	-	**
	35%	35%	35%	35%	37%	**	36%	35%	53%	-%	-%	**	44%	-%	39%	-%	**
									bc				c		c		
No - never changed provider	479	447	32	453	26	**	21	447	-	479	-	**	26	-	453	-	**
	34%	35%	26%	35%	25%	**	28%	35%	-%	100%	-%	**	29%	-%	39%	-%	**
		b		b						ac			c		bc		

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

Q28. SHOWCARD 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 : All responsible for a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		a	b	a	b	a	b	c	d	e	f	g	~h
Unweighted total	2392	622	1770	1297	412	631	458	359	263	228	105	111	57
Effective Weighted Sample	2141	541	1600	1173	371	571	411	323	234	200	96	98	52
Total	1400	353	1047	770	242	378	274	212	160	124	57	68	30
Yes - in the last 6 months	75	17	57	52	5	16	13	6	11	5	2	5	**
	5%	5%	5%	7%	2%	4%	5%	3%	7%	4%	3%	8%	**
				b					c			c	
Yes - 7 to 12 months ago	62	12	51	44	6	11	9	8	8	6	2	5	**
	4%	3%	5%	6%	3%	3%	3%	4%	5%	5%	3%	8%	**
				b								ab	
Yes - 13 to 18 months ago	61	13	48	34	13	13	9	9	9	4	2	7	**
	4%	4%	5%	4%	5%	3%	3%	4%	5%	4%	3%	10%	**
												abcef	
Yes - 1.5 to 2 years ago	79	17	62	48	14	18	12	10	10	7	4	5	**
	6%	5%	6%	6%	6%	5%	5%	5%	7%	6%	6%	7%	**
Yes - 2 to 3 years ago	152	36	116	84	30	37	27	18	20	17	3	14	**
	11%	10%	11%	11%	13%	10%	10%	8%	13%	14%	6%	21%	**
									f	cf		abcdf	
Yes - More than 3 years ago	491	97	394	272	105	147	104	71	55	40	26	17	**
	35%	27%	38%	35%	43%	39%	38%	33%	34%	32%	47%	25%	**
			a		a	g	g				cdeg		
No - never changed provider	479	160	319	237	68	136	100	91	45	45	18	15	**
	34%	45%	30%	31%	28%	36%	37%	43%	28%	36%	32%	22%	**
		b				dg	dg	adfg		g			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 89

Any break column with 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. SHOWCARD 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 : All responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
Yes - in the last 6 months	75	20	31	17	67	7	2	40	18	16	39	36	11	26	11	26	37	37
	5%	8%	5%	4%	6%	4%	3%	8%	4%	4%	6%	5%	3%	6%	5%	7%	5%	6%
		cef						bc						a		a		
Yes - 7 to 12 months ago	62	18	22	17	57	6	1	30	23	10	28	34	16	25	8	14	40	22
	4%	7%	4%	4%	5%	3%	2%	6%	4%	2%	4%	5%	4%	6%	3%	4%	5%	4%
		bcdef						c	c									
Yes - 13 to 18 months ago	61	16	29	12	57	4	1	24	30	7	33	28	11	24	12	14	35	26
	4%	7%	5%	3%	5%	2%	1%	5%	6%	2%	5%	4%	3%	5%	5%	4%	4%	4%
		cef	ef		ef			c	c					a				
Yes - 1.5 to 2 years ago	79	19	35	17	71	9	2	33	31	15	42	38	20	26	15	18	46	33
	6%	8%	6%	4%	6%	5%	3%	7%	6%	4%	6%	5%	6%	6%	6%	5%	6%	6%
		cf						c	c									
Yes - 2 to 3 years ago	152	30	76	35	141	11	3	62	59	31	69	83	37	55	22	38	92	60
	11%	12%	13%	9%	12%	6%	4%	13%	11%	8%	10%	12%	10%	13%	9%	11%	11%	10%
		ef	cef	ef	cef			c	c					c				
Yes - More than 3 years ago	491	62	214	156	432	59	21	147	212	132	241	251	146	150	85	110	297	195
	35%	26%	38%	39%	36%	31%	28%	30%	41%	33%	35%	36%	40%	35%	35%	31%	37%	33%
			aef	aef	aef				ac				d				b	
No - never changed provider	479	77	164	142	383	95	45	151	144	183	243	236	128	130	86	135	258	221
	34%	32%	29%	36%	32%	50%	60%	31%	28%	47%	35%	33%	35%	30%	36%	38%	32%	37%
				bd		abcd	abcde			ab					b	b		a

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

Q28. SHOWCARD 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 : All responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
Yes - in the last 6 months	75	64	11	56	9	7	**
	5%	5%	6%	5%	8%	11%	**
						a	
Yes - 7 to 12 months ago	62	55	7	55	6	2	**
	4%	4%	4%	5%	5%	3%	**
Yes - 13 to 18 months ago	61	52	9	50	3	3	**
	4%	4%	6%	4%	3%	5%	**
Yes - 1.5 to 2 years ago	79	73	7	69	6	1	**
	6%	6%	4%	6%	5%	1%	**
				c			
Yes - 2 to 3 years ago	152	141	11	123	18	5	**
	11%	11%	6%	10%	15%	7%	**
		b			ac		
Yes - More than 3 years ago	491	428	63	417	35	28	**
	35%	35%	38%	35%	30%	40%	**
No - never changed provider	479	419	60	410	40	24	**
	34%	34%	36%	35%	34%	34%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 91

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

Q30. SHOWCARD Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous mobile phone service provider?

Base : Those who have changed supplier in the last 12 months for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		SIMPLE BUNDLE TYPE			MOBILE SWITCH			BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE
Significance Level: 95%		a	~b	a	~b	~a	~b	c	a	~b	c	~a	~b	c	~d	a	~b
Unweighted total	237	199	38	206	31	16	22	199	237	-	237	31	-	206	-	181	56
Effective Weighted Sample	213	178	35	185	28	15	20	178	213	-	213	28	-	185	-	162	51
Total	137	117	20	120	17	9	12	117	137	-	137	17	-	120	-	106	31
No, did not receive any other services	124	107	**	111	**	**	**	107	124	**	124	**	**	111	**	97	**
	90%	92%	**	92%	**	**	**	92%	90%	**	90%	**	**	92%	**	91%	**
Landline phone service	4	1	**	1	**	**	**	1	4	**	4	**	**	1	**	2	**
	3%	1%	**	1%	**	**	**	1%	3%	**	3%	**	**	1%	**	2%	**
TV service	8	6	**	6	**	**	**	6	8	**	8	**	**	6	**	6	**
	6%	5%	**	5%	**	**	**	5%	6%	**	6%	**	**	5%	**	6%	**
Fixed broadband service	5	3	**	3	**	**	**	3	5	**	5	**	**	3	**	3	**
	4%	2%	**	2%	**	**	**	2%	4%	**	4%	**	**	2%	**	3%	**
Don't know	4	4	**	4	**	**	**	4	4	**	4	**	**	4	**	3	**
	3%	3%	**	3%	**	**	**	3%	3%	**	3%	**	**	3%	**	3%	**
PREVIOUS QUAD PLAY	3	1	**	1	**	**	**	1	3	**	3	**	**	1	**	1	**
	2%	1%	**	1%	**	**	**	1%	2%	**	2%	**	**	1%	**	1%	**
PREVIOUS OTHER BUNDLE	7	5	**	5	**	**	**	5	7	**	7	**	**	5	**	5	**
	5%	4%	**	4%	**	**	**	4%	5%	**	5%	**	**	4%	**	5%	**

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

Q30. SHOWCARD Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous mobile phone service provider?

Base : Those who have changed supplier in the last 12 months for a mobile phone

		MOBILE TARIFF		MOBILE CONTRACT STATUS		MOBILE NETWORK							
	Total	PAYG	CNTRCT /SIMO	IN MCP	OUT OF MCP	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT
Significance Level: 95%		~a	b	a	~b	~a	~b	~c	~d	~e	~f	~g	~h
Unweighted total	237	47	190	166	19	48	35	23	33	19	6	18	12
Effective Weighted Sample	213	41	172	151	17	43	31	21	29	17	6	17	11
Total	137	29	108	95	11	27	22	14	20	11	4	11	7
No, did not receive any other services	124	**	97	86	**	**	**	**	**	**	**	**	**
	90%	**	89%	90%	**	**	**	**	**	**	**	**	**
Landline phone service	4	**	4	3	**	**	**	**	**	**	**	**	**
	3%	**	3%	3%	**	**	**	**	**	**	**	**	**
TV service	8	**	8	6	**	**	**	**	**	**	**	**	**
	6%	**	7%	6%	**	**	**	**	**	**	**	**	**
Fixed broadband service	5	**	5	4	**	**	**	**	**	**	**	**	**
	4%	**	4%	5%	**	**	**	**	**	**	**	**	**
Don't know	4	**	2	2	**	**	**	**	**	**	**	**	**
	3%	**	2%	2%	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	3	**	2	2	**	**	**	**	**	**	**	**	**
	2%	**	2%	3%	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	7	**	7	4	**	**	**	**	**	**	**	**	**
	5%	**	6%	5%	**	**	**	**	**	**	**	**	**

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

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

Q30. SHOWCARD Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous mobile phone service provider?

Base : Those who have changed supplier in the last 12 months for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	d	~e	~f	a	~b	~c	a	b	~a	~b	~c	~d	a	b
Unweighted total	237	58	82	64	204	33	8	110	70	57	113	124	44	86	39	68	130	107
Effective Weighted Sample	213	54	74	59	185	31	8	101	63	54	100	113	41	80	35	58	121	92
Total	137	38	53	34	124	13	4	70	41	26	67	70	27	50	19	40	77	60
No, did not receive any other services	124	**	**	**	114	**	**	66	**	**	61	63	**	**	**	**	70	54
	90%	**	**	**	92%	**	**	94%	**	**	91%	90%	**	**	**	**	91%	90%
Landline phone service	4	**	**	**	2	**	**	1	**	**	2	2	**	**	**	**	1	3
	3%	**	**	**	2%	**	**	1%	**	**	3%	3%	**	**	**	**	2%	5%
TV service	8	**	**	**	7	**	**	3	**	**	5	4	**	**	**	**	4	4
	6%	**	**	**	6%	**	**	4%	**	**	7%	5%	**	**	**	**	6%	7%
Fixed broadband service	5	**	**	**	4	**	**	1	**	**	3	3	**	**	**	**	2	3
	4%	**	**	**	3%	**	**	2%	**	**	4%	4%	**	**	**	**	3%	5%
Don't know	4	**	**	**	3	**	**	2	**	**	1	3	**	**	**	**	2	2
	3%	**	**	**	2%	**	**	2%	**	**	1%	4%	**	**	**	**	2%	3%
PREVIOUS QUAD PLAY	3	**	**	**	2	**	**	1	**	**	1	2	**	**	**	**	*	2
	2%	**	**	**	2%	**	**	1%	**	**	2%	2%	**	**	**	**	1%	4%
PREVIOUS OTHER BUNDLE	7	**	**	**	5	**	**	2	**	**	4	3	**	**	**	**	5	2
	5%	**	**	**	4%	**	**	3%	**	**	5%	4%	**	**	**	**	7%	3%

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

Q30. SHOWCARD Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous mobile phone service provider?

Base : Those who have changed supplier in the last 12 months for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	~b	a	~b	~c	~d
Unweighted total	237	204	33	191	25	19	2
Effective Weighted Sample	213	184	29	172	22	17	2
Total	137	119	18	111	15	9	2
No, did not receive any other services	124	109	**	101	**	**	**
	90%	92%	**	91%	**	**	**
Landline phone service	4	3	**	4	**	**	**
	3%	3%	**	3%	**	**	**
TV service	8	6	**	7	**	**	**
	6%	5%	**	6%	**	**	**
Fixed broadband service	5	5	**	4	**	**	**
	4%	4%	**	4%	**	**	**
Don't know	4	2	**	2	**	**	**
	3%	2%	**	2%	**	**	**
PREVIOUS QUAD PLAY	3	2	**	2	**	**	**
	2%	2%	**	2%	**	**	**
PREVIOUS OTHER BUNDLE	7	5	**	6	**	**	**
	5%	4%	**	5%	**	**	**

Columns Tested: 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.

Q18. SHOWCARD 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	371 39%	29 45%	342 39%	54 44%	318 38%	150 46% b	132 34%	** **	45 39%	29 45% b	228 37%	143 44% acd	34 31%	22 32%	27 30%	290 39% a	** **	47 46% a
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	431 46%	26 40%	405 46%	47 39%	384 46% a	129 40%	197 50% ae	** **	51 44%	26 40%	298 48% b	133 41%	57 52% b	36 51% b	49 54% d	336 46% d	** **	39 38%
Ultrafast broadband - the download speed is 100MB/second or higher	71 7%	3 4%	68 8%	6 5%	64 8%	19 6%	32 8%	** **	11 10%	3 4%	48 8%	23 7%	8 8%	5 7%	6 7%	58 8%	** **	4 4%
Don't know	75 8%	7 10%	68 8%	14 12% b	61 7%	25 8%	32 8%	** **	8 7%	7 10%	45 7%	29 9%	11 10%	7 10%	8 9%	52 7%	** **	12 11% b

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	371	**	30	119	97	39	49	**	**	22	162	120	304	66	20	86	152	132
	39%	**	31%	40%	41%	21%	52%	**	**	30%	38%	38%	37%	50%	48%	36%	36%	46%
				c	c		abc							abcd	acd			ab
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	431	**	51	142	105	92	40	**	**	38	200	148	386	45	13	116	203	113
	46%	**	53%	48%	45%	50%	43%	**	**	53%	47%	47%	47%	34%	32%	49%	48%	39%
										ef	ef	ef	ef			c	c	
Ultrafast broadband - the download speed is 100MB/second or higher	71	**	7	13	12	38	1	**	**	9	37	20	66	4	1	24	34	12
	7%	**	7%	5%	5%	21%	1%	**	**	12%	9%	6%	8%	3%	2%	10%	8%	4%
				d	d	abd				cef	ef	e	ef			c	c	
Don't know	75	**	9	22	21	17	5	**	**	4	25	30	59	15	7	11	32	32
	8%	**	9%	7%	9%	9%	5%	**	**	5%	6%	10%	7%	12%	18%	5%	8%	11%
												b		abd	abcd			ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	371 39%	180 38%	191 40%	114 37%	104 34%	67 41% b	87 49% ab	218 36%	154 45% a	319 39%	52 41%	319 40%	28 33%	** **	** **
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	431 46%	220 47%	211 44%	149 48% cd	151 50% cd	66 41%	66 37%	299 49% b	132 39%	373 45%	58 46%	363 45%	45 52%	** **	** **
Ultrafast broadband - the download speed is 100MB/second or higher	71 7%	40 9%	31 6%	26 9%	22 7%	12 7%	11 6%	48 8%	23 7%	65 8%	6 5%	61 8%	5 6%	** **	** **
Don't know	75 8%	28 6%	46 10% a	19 6%	25 8%	17 10% a	15 8%	43 7%	31 9%	65 8%	9 7%	58 7%	8 9%	** **	** **

Columns Tested: a,b - a,b,c,d - a,b - 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Very satisfied	413	30	384	50	363	128	174	**	53	30	260	154	44	28	38	325	**	44
	44%	45%	43%	42%	44%	39%	44%	**	46%	45%	42%	47%	40%	40%	41%	44%	**	43%
												a						
Fairly satisfied	405	24	381	54	351	142	169	**	52	24	278	127	45	28	37	315	**	45
	43%	37%	43%	45%	42%	44%	43%	**	45%	37%	45%	39%	41%	40%	40%	43%	**	44%
											b							
Neither satisfied nor dissatisfied	63	5	58	6	57	27	25	**	5	5	41	23	10	6	9	48	**	5
	7%	8%	7%	5%	7%	8%	6%	**	4%	8%	7%	7%	9%	8%	10%	7%	**	5%
Fairly dissatisfied	42	3	39	7	36	18	16	**	3	3	27	15	8	7	6	30	**	5
	4%	5%	4%	5%	4%	6%	4%	**	3%	5%	4%	5%	7%	10%	7%	4%	**	5%
														ab				
Very dissatisfied	22	2	19	3	18	8	9	**	2	2	13	8	2	1	1	18	**	2
	2%	4%	2%	3%	2%	2%	2%	**	2%	4%	2%	3%	2%	1%	1%	2%	**	2%
Don't know	2	*	2	1	1	1	*	**	*	*	1	1	1	1	1	1	**	1
	*%	*%	*%	1%	*%	*%	*%	**	*%	*%	*%	*%	1%	1%	1%	*%	**	1%
														a	b			b
TOTAL SATISFIED	818	54	765	104	714	270	343	**	105	54	538	281	89	56	74	640	**	89
	86%	83%	87%	86%	86%	83%	87%	**	91%	83%	87%	86%	81%	80%	82%	87%	**	87%
									ae		cd							
TOTAL DISSATISFIED	64	6	58	10	54	26	25	**	5	6	41	23	10	8	7	47	**	7
	7%	9%	7%	8%	7%	8%	6%	**	5%	9%	7%	7%	9%	11%	8%	6%	**	7%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 104

Any break column with 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

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

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Very satisfied	413	**	39	140	98	86	29	**	**	30	166	148	344	68	24	99	179	134
	44%	**	40%	47%	42%	46%	31%	**	**	41%	39%	46%	42%	52%	57%	42%	42%	47%
				d	d	d						b		abd	abcd			
Fairly satisfied	405	**	39	121	103	81	45	**	**	35	195	130	360	45	14	112	180	113
	43%	**	40%	41%	44%	43%	48%	**	**	48%	46%	41%	44%	35%	33%	47%	43%	39%
										ef	ef		ef			c		
Neither satisfied nor dissatisfied	63	**	10	17	18	11	10	**	**	4	33	21	58	5	1	13	31	19
	7%	**	10%	6%	7%	6%	10%	**	**	6%	8%	7%	7%	4%	2%	6%	7%	6%
							a				ef							
Fairly dissatisfied	42	**	7	12	12	4	7	**	**	3	19	14	36	6	2	6	23	13
	4%	**	7%	4%	5%	2%	7%	**	**	4%	5%	4%	4%	5%	6%	3%	5%	5%
					c		c										a	
Very dissatisfied	22	**	2	7	4	3	3	**	**	1	10	6	18	4	*	6	8	9
	2%	**	2%	2%	2%	2%	4%	**	**	2%	2%	2%	2%	3%	1%	2%	2%	3%
Don't know	2	**	1	-	1	1	*	**	**	-	1	-	1	1	*	*	1	1
	*%	**	1%	-%	*%	*%	*%	**	**	-%	*%	-%	*%	1%	1%	*%	*%	*%
														cd	cd			
TOTAL SATISFIED	818	**	78	261	201	167	75	**	**	65	361	278	703	113	37	211	359	247
	86%	**	80%	88%	85%	90%	79%	**	**	89%	85%	87%	86%	87%	90%	89%	85%	86%
				d	d	d												
TOTAL DISSATISFIED	64	**	9	19	16	7	10	**	**	4	30	20	53	11	3	12	30	22
	7%	**	9%	6%	7%	4%	11%	**	**	6%	7%	6%	7%	8%	7%	5%	7%	8%
							c											

Columns Tested: a,b - 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.

Q20. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Very satisfied	413	191	222	131	136	66	80	267	146	362	51	336	45	**	**
	44%	41%	46%	43%	45%	41%	45%	44%	43%	44%	41%	42%	53%	**	**
			a										a		
Fairly satisfied	405	215	190	131	130	70	75	260	145	353	52	354	28	**	**
	43%	46%	40%	42%	43%	43%	42%	43%	43%	43%	42%	44%	33%	**	**
		b										b			
Neither satisfied nor dissatisfied	63	27	36	22	17	14	10	40	24	54	10	53	9	**	**
	7%	6%	7%	7%	6%	8%	6%	7%	7%	7%	8%	7%	10%	**	**
Fairly dissatisfied	42	25	17	16	10	8	8	26	16	33	10	37	2	**	**
	4%	5%	4%	5%	3%	5%	5%	4%	5%	4%	8%	5%	2%	**	**
											a				
Very dissatisfied	22	9	13	7	6	4	4	14	8	20	2	18	2	**	**
	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	**	**
Don't know	2	1	1	1	1	-	1	2	1	2	*	2	-	**	**
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	**	**
TOTAL SATISFIED	818	406	412	262	266	136	155	528	291	715	104	690	74	**	**
	86%	87%	86%	85%	88%	84%	87%	87%	86%	87%	83%	86%	86%	**	**
TOTAL DISSATISFIED	64	34	30	23	17	12	13	39	25	52	12	55	4	**	**
	7%	7%	6%	7%	6%	8%	7%	6%	7%	6%	9%	7%	4%	**	**

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

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Currently looking for a new deal	33	2	31	3	30	13	15	**	2	2	20	13	2	2	2	28	**	3
	4%	4%	3%	3%	4%	4%	4%	**	2%	4%	3%	4%	2%	3%	2%	4%	**	3%
Planning to look for a new deal	100	8	92	12	87	40	36	**	10	8	70	30	10	8	7	80	**	9
	11%	12%	10%	10%	11%	12%	9%	**	9%	12%	11%	9%	9%	11%	8%	11%	**	9%
Not currently looking or planning to look for a new deal	796	52	743	102	694	265	334	**	102	52	517	279	96	60	81	612	**	87
	84%	80%	84%	84%	84%	82%	85%	**	88%	80%	83%	85%	88%	86%	89%	83%	**	85%
									ae						b			
Don't know	19	3	17	3	16	6	8	**	1	3	12	7	1	*	1	15	**	3
	2%	4%	2%	3%	2%	2%	2%	**	1%	4%	2%	2%	1%	*%	1%	2%	**	3%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

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

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Currently looking for a new deal	33	**	2	10	10	7	2	**	**	5	13	13	31	2	*	10	11	12
	4%	**	3%	3%	4%	4%	3%	**	**	7% ef	3%	4%	4%	2%	1%	4%	3%	4%
Planning to look for a new deal	100	**	9	22	32	17	12	**	**	10	48	31	90	10	3	31	42	27
	11%	**	9%	8%	14% ac	9%	13% a	**	**	14% e	11%	10%	11%	8%	7%	13% c	10%	9%
Not currently looking or planning to look for a new deal	796	**	86	256	191	159	79	**	**	56	353	268	678	116	37	189	359	246
	84%	**	89%	86% b	81%	85%	83%	**	**	77%	83%	84%	83%	89% abd	90% a	80%	85% a	85% a
Don't know	19	**	-	8	3	3	2	**	**	2	9	6	17	2	1	6	9	5
	2%	**	-%	3%	1%	2%	2%	**	**	2%	2%	2%	2%	2%	3%	2%	2%	2%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 105

Any break column with 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. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Currently looking for a new deal	33	15	18	10	8	10	6	17	16	30	3	26	3	**	**
	4%	3%	4%	3%	3%	6%	3%	3%	5%	4%	3%	3%	3%	**	**
						ab									
Planning to look for a new deal	100	54	45	27	29	20	23	56	44	80	20	83	9	**	**
	11%	12%	9%	9%	10%	13%	13%	9%	13%	10%	16%	10%	11%	**	**
							a		a		a				
Not currently looking or planning to look for a new deal	796	390	406	266	256	128	146	522	274	695	100	676	72	**	**
	84%	83%	85%	86%	85%	79%	82%	86%	81%	85%	80%	84%	84%	**	**
				c	c			b							
Don't know	19	10	10	5	8	3	3	13	6	17	2	16	2	**	**
	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	**	**

Columns Tested: a,b - a,b,c,d - a,b - 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Discussed deals or offers with your provider	181 19%	4 6%	177 20% a	11 9%	169 20% a	59 18% e	86 22% e	** **	21 18% e	4 6%	128 21% b	52 16%	40 36% ab	25 35% ab	35 39% bd	134 18% d	** **	7 7%
Looked at alternative deals or offers from your provider	130 14%	6 9%	124 14%	15 12%	115 14%	49 15%	54 14%	** **	14 12%	6 9%	96 15% b	34 10%	22 20% b	14 20% b	20 22% bd	95 13%	** **	13 13%
Received a discount from your provider	105 11%	3 5%	102 12% a	4 3%	101 12% a	27 8%	48 12% ae	** **	20 18% abe	3 5%	71 11%	34 10%	14 12%	10 14%	13 14% d	88 12% d	** **	4 3%
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)	70 7%	1 1%	69 8% a	3 3%	67 8% a	16 5%	39 10% ae	** **	8 7% e	1 1%	50 8%	19 6%	8 7%	5 7%	7 8% d	59 8% d	** **	3 3%
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)	35 4%	1 1%	34 4%	2 2%	32 4%	7 2%	21 5% ae	** **	4 4%	1 1%	21 3%	14 4%	2 2%	1 2%	1 2%	31 4%	** **	2 2%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
None of these	591	54	537	92	498	210	226	**	70	54	368	223	57	39	45	453	**	81
	62%	83%	61%	76%	60%	65%	57%	**	61%	83%	59%	68%	52%	55%	50%	62%	**	79%
		b		b		b				abd		acd				a		ab

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

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

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Discussed deals or offers with your provider	181	**	35	63	44	37	17	**	**	9	93	57	159	22	7	42	86	53
	19%	**	36%	21%	19%	20%	18%	**	**	12%	22% ae	18%	20%	17%	17%	18%	20%	18%
Looked at alternative deals or offers from your provider	130	**	20	39	35	27	10	**	**	12	60	44	116	13	3	35	58	37
	14%	**	20%	13%	15%	15%	11%	**	**	17%	14%	14%	14%	10%	8%	15%	14%	13%
Received a discount from your provider	105	**	12	41	22	22	7	**	**	7	50	36	94	12	5	27	46	33
	11%	**	12%	14% bd	9%	12%	8%	**	**	10%	12%	11%	11%	9%	12%	11%	11%	11%
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)	70	**	8	27	16	13	7	**	**	5	37	21	63	7	2	20	32	17
	7%	**	8%	9%	7%	7%	8%	**	**	6%	9% e	7%	8%	5%	6%	9%	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)	35	**	1	17	5	8	1	**	**	2	13	13	29	6	2	7	15	13
	4%	**	1%	6% bd	2%	4%	2%	**	**	3%	3%	4%	4%	4%	6%	3%	4%	5%
None of these	591	**	50	171	146	115	64	**	**	46	253	200	499	90	27	145	259	185
	62%	**	51%	58%	62%	62%	68% a	**	**	64%	60%	63%	61%	69% bd	66%	61%	62%	64%

Columns Tested: a,b - 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Discussed deals or offers with your provider	181 19%	88 19%	92 19%	72 24% bc	46 15%	29 18%	33 19%	119 20%	62 18%	155 19%	25 20%	152 19% b	11 12%	** **	** **
Looked at alternative deals or offers from your provider	130 14%	65 14%	64 13%	45 15%	42 14%	20 12%	22 12%	87 14%	42 12%	114 14%	15 12%	112 14%	12 14%	** **	** **
Received a discount from your provider	105 11%	52 11%	53 11%	39 13%	35 12%	14 9%	17 10%	74 12%	31 9%	92 11%	13 11%	91 11%	8 9%	** **	** **
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)	70 7%	34 7%	36 7%	24 8%	22 7%	11 7%	13 7%	45 7%	24 7%	59 7%	10 8%	67 8% b	1 1%	** **	** **
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)	35 4%	15 3%	20 4%	14 4% d	10 3%	8 5% d	3 2%	24 4%	11 3%	28 3%	7 6%	31 4%	1 2%	** **	** **
None of these	591 62%	291 62%	300 63%	184 60%	191 64%	99 61%	116 65%	375 62%	215 63%	518 63%	73 58%	499 62%	61 71% a	** **	** **

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	a	~b	~c	~d	~a	b	~c	~d
Unweighted total	191	8	183	10	181	54	81	13	35	8	127	64	23	16	22	159	1	9
Effective Weighted Sample	173	7	167	9	165	47	76	12	32	7	115	58	21	15	20	145	1	8
Total	105	3	102	4	101	27	48	7	20	3	71	34	14	10	13	88	1	4
I contacted my provider	81	**	78	**	77	**	**	**	**	**	51	**	**	**	**	67	**	**
	77%	**	76%	**	76%	**	**	**	**	**	71%	**	**	**	**	76%	**	**
My provider contacted me	24	**	23	**	23	**	**	**	**	**	19	**	**	**	**	20	**	**
	22%	**	23%	**	23%	**	**	**	**	**	27%	**	**	**	**	23%	**	**
Don't know/ can't remember	1	**	1	**	1	**	**	**	**	**	1	**	**	**	**	1	**	**
	1%	**	1%	**	1%	**	**	**	**	**	1%	**	**	**	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	191	2	21	73	42	38	14	15	3	11	76	74	161	30	12	41	77	73
Effective Weighted Sample	173	2	19	68	38	34	12	13	3	10	71	70	147	30	12	38	71	69
Total	105	2	12	41	22	22	7	8	2	7	50	36	94	12	5	27	46	33
I contacted my provider	81	**	**	**	**	**	**	**	**	**	**	**	72	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	77%	**	**	**	**	**
My provider contacted me	24	**	**	**	**	**	**	**	**	**	**	**	20	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**

Columns Tested: a,b - 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. SHOWCARD 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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c	~d
Unweighted total	191	92	99	60	67	33	31	127	64	165	26	161	15	12	3
Effective Weighted Sample	173	82	91	56	61	31	29	116	59	149	24	147	13	12	3
Total	105	52	53	39	35	14	17	74	31	92	13	91	8	7	1
I contacted my provider	81	**	**	**	**	**	**	58	**	73	**	74	**	**	**
	77%	**	**	**	**	**	**	78%	**	80%	**	82%	**	**	**
My provider contacted me	24	**	**	**	**	**	**	15	**	18	**	16	**	**	**
	22%	**	**	**	**	**	**	21%	**	19%	**	18%	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	1	**	1	**	1	**	**	**
	1%	**	**	**	**	**	**	1%	**	1%	**	1%	**	**	**

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	b	~c	~d
Unweighted total	121	2	119	6	115	30	65	10	14	2	86	35	13	9	12	103	1	5
Effective Weighted Sample	113	2	111	5	108	27	62	9	13	2	81	32	12	8	11	96	1	4
Total	70	1	69	3	67	16	39	6	8	1	50	19	8	5	7	59	*	3
I contacted my provider	56	**	56	**	54	**	**	**	**	**	**	**	**	**	**	48	**	**
	81%	**	81%	**	81%	**	**	**	**	**	**	**	**	**	**	81%	**	**
My provider contacted me	11	**	10	**	10	**	**	**	**	**	**	**	**	**	**	9	**	**
	15%	**	15%	**	15%	**	**	**	**	**	**	**	**	**	**	16%	**	**
Don't know/ can't remember	3	**	3	**	3	**	**	**	**	**	**	**	**	**	**	2	**	**
	4%	**	4%	**	4%	**	**	**	**	**	**	**	**	**	**	3%	**	**

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	121	-	13	46	27	22	14	4	2	7	57	40	104	17	6	34	50	37
Effective Weighted Sample	113	-	12	44	25	21	12	4	2	7	54	38	98	17	6	32	48	35
Total	70	-	8	27	16	13	7	3	1	5	37	21	63	7	2	20	32	17
I contacted my provider	56	**	**	**	**	**	**	**	**	**	**	**	51	**	**	**	**	**
	81%	**	**	**	**	**	**	**	**	**	**	**	81%	**	**	**	**	**
My provider contacted me	11	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	15%	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	**	**

Columns Tested: a,b - 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. SHOWCARD 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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	a	~b	a	~b	~c	~d
Unweighted total	121	55	66	35	40	23	23	75	46	103	18	115	2	2	2
Effective Weighted Sample	113	51	62	33	37	22	22	70	44	95	17	107	2	2	2
Total	70	34	36	24	22	11	13	45	24	59	10	67	1	1	1
I contacted my provider	56	**	**	**	**	**	**	**	**	48	**	54	**	**	**
	81%	**	**	**	**	**	**	**	**	81%	**	81%	**	**	**
My provider contacted me	11	**	**	**	**	**	**	**	**	9	**	11	**	**	**
	15%	**	**	**	**	**	**	**	**	15%	**	16%	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	3	**	2	**	**	**
	4%	**	**	**	**	**	**	**	**	4%	**	3%	**	**	**

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	66	1	65	4	62	17	39	1	8	1	40	26	4	2	3	59	1	3
Effective Weighted Sample	60	1	59	4	57	15	36	1	8	1	36	24	4	2	3	54	1	3
Total	35	1	34	2	32	7	21	1	4	1	21	14	2	1	1	31	*	2
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	66	1	3	30	11	15	4	3	-	3	22	26	51	15	6	11	26	29
Effective Weighted Sample	60	1	3	28	10	14	4	3	-	3	20	24	47	15	6	10	24	27
Total	35	*	1	17	5	8	1	2	-	2	13	13	29	6	2	7	15	13
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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. SHOWCARD 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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	66	25	41	22	20	18	6	42	24	53	13	58	3	3	2
Effective Weighted Sample	60	23	38	21	19	17	5	39	22	49	12	53	3	3	2
Total	35	15	20	14	10	8	3	24	11	28	7	31	1	1	1
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b - 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 fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Received a discount	81	3	78	3	77	18	37	**	17	3	51	30	11	7	10	67	**	3
	9%	5%	9%	3%	9%	6%	9%	**	15%	5%	8%	9%	10%	10%	11%	9%	**	3%
					a		a		abe						d	d		
Added extra or improved services	56	*	56	2	54	15	32	**	4	*	40	17	7	4	6	48	**	2
	6%	1%	6%	2%	7%	5%	8%	**	4%	1%	6%	5%	6%	6%	7%	7%	**	2%
			a		a	e	ade								d	d		
Reduced or downgraded services	30	1	29	2	27	5	19	**	4	1	16	13	2	1	1	26	**	2
	3%	1%	3%	2%	3%	1%	5%	**	4%	1%	3%	4%	2%	2%	2%	4%	**	2%
							a		a									
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	144	4	140	8	136	33	75	**	24	4	93	52	16	9	15	122	**	7
	15%	6%	16%	7%	16%	10%	19%	**	21%	6%	15%	16%	15%	13%	16%	17%	**	6%
			a		a		ae		ae						d	d		
ALL 3 CHANGES	2	-	2	-	2	1	1	**	-	-	1	1	1	1	1	1	**	-
	*%	-%	*%	-%	*%	*%	*%	**	-%	-%	*%	*%	1%	1%	1%	*%	**	-%
DISCOUNT AND EXTRA SERVICES	13	-	13	-	13	3	7	**	1	-	9	5	2	2	2	12	**	-
	1%	-%	2%	-%	2%	1%	2%	**	1%	-%	1%	1%	1%	2%	2%	2%	**	-%
DISCOUNT AND REDUCED SERVICES	4	-	4	-	4	-	3	**	-	-	2	2	-	-	-	4	**	-
	*%	-%	*%	-%	*%	-%	1%	**	-%	-%	*%	1%	-%	-%	-%	1%	**	-%
							a											
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	-	1	-	1	**	1	-	1	1	-	-	-	1	**	-
	*%	-%	*%	-%	*%	-%	*%	**	1%	-%	*%	*%	-%	-%	-%	*%	**	-%
									a									
DISCOUNT ONLY	62	3	59	3	58	14	26	**	16	3	39	23	9	5	8	50	**	3
	7%	5%	7%	3%	7%	4%	6%	**	14%	5%	6%	7%	8%	7%	9%	7%	**	3%
					a				abe						d	d		

Columns Tested: a,b - a,b - a,b,c,d,e - 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 fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
EXTRA SERVICES ONLY	40	*	39	2	37	11	23	**	2	*	29	10	4	2	4	33	**	2
	4%	1%	4%	2%	5%	3%	6%	**	2%	1%	5%	3%	4%	2%	4%	5%	**	2%
			a				ade											
REDUCED SERVICES ONLY	23	1	22	2	20	4	15	**	4	1	12	10	1	*	1	20	**	2
	2%	1%	2%	2%	2%	1%	4%	**	3%	1%	2%	3%	1%	1%	1%	3%	**	2%
							a											
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	803	61	742	113	691	291	318	**	91	61	527	277	93	61	76	614	**	96
	85%	94%	84%	93%	84%	90%	81%	**	79%	94%	85%	84%	85%	87%	84%	83%	**	94%
		b		b		bd				bd								ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

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 fixed broadband service

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Received a discount	81 9%	** **	9 9%	33 11% bd	15 6%	19 10% d	4 4%	** **	** **	5 7%	40 10%	27 8%	72 9%	8 6%	3 8%	22 9%	34 8%	25 9%
Added extra or improved services	56 6%	** **	7 7%	23 8%	14 6%	10 5%	6 6%	** **	** **	4 6%	31 7% e	15 5%	51 6%	5 4%	2 6%	17 7% c	27 6%	12 4%
Reduced or downgraded services	30 3%	** **	1 1%	15 5% bd	4 2%	8 4% d	1 1%	** **	** **	1 2%	12 3%	12 4%	25 3%	5 4%	2 6%	5 2%	14 3%	11 4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	144 15%	** **	14 15%	58 20% bd	31 13%	31 17% d	9 10%	** **	** **	10 14%	70 17%	46 15%	126 15%	18 14%	8 18%	37 15%	65 15%	43 15%
ALL 3 CHANGES	2 *%	** **	1 1%	1 *%	1 *%	- -%	* *%	** **	** **	- -%	- -%	2 1% b	2 *%	- -%	- -%	- -%	* *%	2 1%
DISCOUNT AND EXTRA SERVICES	13 1%	** **	2 2%	8 3% b	1 *%	3 2%	1 1%	** **	** **	1 1%	10 2% ce	2 1%	13 2% e	- -%	- -%	7 3% c	5 1%	2 1%
DISCOUNT AND REDUCED SERVICES	4 *%	** **	- -%	2 1%	- -%	2 1% b	- -%	** **	** **	- -%	2 *%	1 *%	3 *%	* *%	* 1%	1 *%	3 1%	* *%
EXTRA SERVICES AND REDUCED SERVICES	1 *%	** **	- -%	1 *%	- -%	- -%	- -%	** **	** **	- -%	1 *%	- -%	1 *%	- -%	- -%	1 *%	1 *%	- -%
DISCOUNT ONLY	62 7%	** **	7 7%	22 7% d	14 6%	14 7%	3 3%	** **	** **	5 6%	28 7%	21 7%	54 7%	8 6%	3 7%	15 6%	26 6%	21 7%

Columns Tested: a,b - 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 fixed broadband service

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
EXTRA SERVICES ONLY	40	**	4	13	13	7	5	**	**	3	20	11	34	5	2	10	20	9
	4%	**	4%	4%	5%	4%	5%	**	**	4%	5%	3%	4%	4%	6%	4%	5%	3%
REDUCED SERVICES ONLY	23	**	1	12	4	5	1	**	**	1	9	9	18	4	2	4	10	9
	2%	**	1%	4%	2%	3%	1%	**	**	2%	2%	3%	2%	3%	5%	2%	2%	3%
				bd														
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	803	**	83	239	204	155	85	**	**	63	354	272	689	113	34	200	356	246
	85%	**	85%	80%	87%	83%	90%	**	**	86%	83%	85%	85%	86%	82%	85%	85%	85%
					a		ac											

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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.

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 fixed broadband service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Received a discount	81	39	42	32	25	12	11	58	23	73	7	74	5	**	**
	9%	8%	9%	10%	8%	7%	6%	9%	7%	9%	6%	9%	6%	**	**
				d				b							
Added extra or improved services	56	27	29	18	18	10	11	36	20	48	8	54	*	**	**
	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	7%	7%	*%	**	**
												b			
Reduced or downgraded services	30	14	16	11	9	7	3	20	10	23	6	26	1	**	**
	3%	3%	3%	4%	3%	4%	2%	3%	3%	3%	5%	3%	2%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	144	70	75	52	45	25	22	97	48	122	22	133	7	**	**
	15%	15%	16%	17%	15%	16%	13%	16%	14%	15%	18%	17%	8%	**	**
												b			
ALL 3 CHANGES	2	1	1	1	*	*	-	2	*	2	-	2	-	**	**
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	**	**
DISCOUNT AND EXTRA SERVICES	13	6	8	5	5	1	2	10	4	13	-	12	-	**	**
	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	-%	2%	-%	**	**
										b					
DISCOUNT AND REDUCED SERVICES	4	2	1	2	1	*	-	3	*	4	-	4	-	**	**
	*%	1%	*%	1%	*%	*%	-%	1%	*%	*%	-%	*%	-%	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	1	1	-	1	-	1	1	1	-	1	-	**	**
	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	*%	-%	**	**
DISCOUNT ONLY	62	30	32	24	19	10	9	43	19	54	7	56	5	**	**
	7%	6%	7%	8%	6%	6%	5%	7%	5%	7%	6%	7%	6%	**	**
EXTRA SERVICES ONLY	40	20	20	11	13	7	8	24	16	31	8	39	*	**	**
	4%	4%	4%	4%	4%	5%	5%	4%	5%	4%	7%	5%	*%	**	**
											a	b			

Columns Tested: a,b - a,b,c,d - a,b - 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 fixed broadband service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
REDUCED SERVICES ONLY	23	10	13	7	7	5	3	14	8	16	6	19	1	**	**
	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	5% a	2%	2%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	803	399	405	256	255	137	155	511	292	700	103	667	79	**	**
	85%	85%	84%	83%	85%	84%	87%	84%	86%	85%	82%	83%	92% a	**	**

Columns Tested: a,b - a,b,c,d - a,b - 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 fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Received a discount	24 2%	* 1%	23 3%	1 1%	23 3%	8 3%	10 3%	** **	3 3%	* 1%	19 3% b	4 1%	3 3%	3 4% b	3 3%	20 3%	** **	1 1%
Added extra or improved services	11 1%	* 1%	10 1%	1 1%	10 1%	2 1%	5 1%	** **	2 2%	* 1%	9 1%	2 1%	* *%	* 1%	* 1%	9 1%	** **	1 1%
Reduced or downgraded services	3 *%	- -%	3 *%	- -%	3 *%	2 1%	1 *%	** **	- -%	- -%	3 1%	- -%	- -%	- -%	- -%	3 *%	** **	- -%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	36 4%	1 1%	35 4%	2 1%	34 4% a	11 3%	16 4%	** **	5 4%	1 1%	30 5% b	6 2%	3 3%	3 4%	3 3%	31 4%	** **	2 2%
DISCOUNT AND EXTRA SERVICES	2 *%	- -%	2 *%	- -%	2 *%	1 *%	* *%	** **	* *%	- -%	2 *%	- -%	* *%	* 1% b	* 1%	1 *%	** **	- -%
DISCOUNT ONLY	22 2%	* 1%	22 2%	1 1%	21 3%	7 2%	10 3%	** **	3 2%	* 1%	18 3% b	4 1%	2 2%	2 3%	2 3%	19 3%	** **	1 1%
EXTRA SERVICES ONLY	9 1%	* 1%	9 1%	1 1%	8 1%	1 *%	5 1%	** **	2 1%	* 1%	7 1%	2 1%	- -%	- -%	- -%	8 1%	** **	1 1%
REDUCED SERVICES ONLY	3 *%	- -%	3 *%	- -%	3 *%	2 1%	1 *%	** **	- -%	- -%	3 1%	- -%	- -%	- -%	- -%	3 *%	** **	- -%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	912 96%	65 99%	847 96%	119 99% b	793 96%	313 97%	377 96%	** **	111 96%	65 99%	590 95%	322 98% a	107 97%	67 96%	88 97%	705 96%	** **	101 98%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 111

Any break column with 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 fixed broadband service

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Received a discount	24	**	3	8	7	3	3	**	**	2	10	8	20	3	2	5	11	8
	2%	**	3%	3%	3%	2%	3%	**	**	3%	2%	3%	2%	3%	4%	2%	3%	3%
Added extra or improved services	11	**	*	3	1	3	2	**	**	1	5	4	10	1	-	3	5	3
	1%	**	*%	1%	*%	2%	2%	**	**	1%	1%	1%	1%	1%	-%	1%	1%	1%
Reduced or downgraded services	3	**	-	1	1	-	1	**	**	1	1	1	3	*	-	1	1	1
	*%	**	-%	*%	*%	-%	1%	**	**	1%	*%	*%	*%	*%	-%	1%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	36	**	3	12	9	6	4	**	**	3	15	13	31	5	2	9	16	11
	4%	**	3%	4%	4%	3%	4%	**	**	5%	3%	4%	4%	4%	4%	4%	4%	4%
DISCOUNT AND EXTRA SERVICES	2	**	*	*	-	-	1	**	**	-	1	-	1	*	-	*	1	*
	*%	**	*%	*%	-%	-%	1%	**	**	-%	*%	-%	*%	*%	-%	*%	*%	*%
							bc											
DISCOUNT ONLY	22	**	2	8	7	3	1	**	**	2	8	8	19	3	2	4	10	7
	2%	**	2%	3%	3%	2%	1%	**	**	3%	2%	3%	2%	2%	4%	2%	2%	2%
EXTRA SERVICES ONLY	9	**	-	3	1	3	1	**	**	1	4	4	8	1	-	3	4	3
	1%	**	-%	1%	*%	2%	1%	**	**	1%	1%	1%	1%	1%	-%	1%	1%	1%
REDUCED SERVICES ONLY	3	**	-	1	1	-	1	**	**	1	1	1	3	*	-	1	1	1
	*%	**	-%	*%	*%	-%	1%	**	**	1%	*%	*%	*%	*%	-%	1%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	912	**	95	284	227	180	91	**	**	69	410	305	784	126	40	227	405	277
	96%	**	97%	96%	96%	97%	96%	**	**	95%	97%	96%	96%	96%	96%	96%	96%	96%

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 fixed broadband service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Received a discount	24	13	11	6	9	3	6	15	8	18	6	16	2	**	**
	2%	3%	2%	2%	3%	2%	3%	3%	2%	2%	5%	2%	2%	**	**
											a				
Added extra or improved services	11	4	7	4	4	1	2	8	3	9	2	11	-	**	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-%	**	**
Reduced or downgraded services	3	1	2	1	1	1	-	3	1	3	*	3	-	**	**
	*%	*%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	36	17	19	11	13	4	8	24	11	28	8	28	2	**	**
	4%	4%	4%	4%	4%	2%	4%	4%	3%	3%	6%	4%	2%	**	**
											a				
DISCOUNT AND EXTRA SERVICES	2	1	1	1	*	*	-	1	*	2	-	2	-	**	**
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	*%	-%	**	**
DISCOUNT ONLY	22	12	10	6	9	2	6	14	8	16	6	14	2	**	**
	2%	3%	2%	2%	3%	1%	3%	2%	2%	2%	5%	2%	2%	**	**
											a				
EXTRA SERVICES ONLY	9	3	6	3	3	*	2	7	3	7	2	9	-	**	**
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	-%	**	**
REDUCED SERVICES ONLY	3	1	2	1	1	1	-	3	1	3	*	3	-	**	**
	*%	*%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	912	452	460	297	287	158	170	584	328	795	117	772	84	**	**
	96%	96%	96%	96%	96%	98%	96%	96%	97%	97%	94%	96%	98%	**	**
										b					

Columns Tested: a,b - a,b,c,d - a,b - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Discussed deals or offers with any other provider	89	4	85	6	82	31	41	**	7	4	66	23	25	17	22	60	**	3
	9%	6%	10%	5%	10%	9%	11%	**	6%	6%	11%	7%	23%	25%	24%	8%	**	3%
					a						b		ab	ab	bd	d		
Looked at deals or offers from any other provider	152	9	144	16	136	54	63	**	18	9	117	35	29	21	24	112	**	11
	16%	13%	16%	13%	16%	17%	16%	**	15%	13%	19%	11%	26%	30%	26%	15%	**	11%
											b		ab	ab	bd			
Talked with friends or family for recommendations about providers	94	6	89	10	84	32	43	**	8	6	67	27	10	8	10	74	**	10
	10%	9%	10%	9%	10%	10%	11%	**	7%	9%	11%	8%	9%	12%	11%	10%	**	10%
None of these	680	50	630	94	586	231	276	**	88	50	424	256	68	41	55	531	**	82
	72%	77%	71%	78%	71%	71%	70%	**	76%	77%	68%	78%	62%	59%	61%	72%	**	80%
				b							d	acd				a		ab

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

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

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Discussed deals or offers with any other provider	89	**	23	31	23	17	7	**	**	10	43	26	79	10	2	27	37	24
	9%	**	24%	10%	10%	9%	7%	**	**	13% ef	10%	8%	10%	7%	5%	11%	9%	8%
Looked at deals or offers from any other provider	152	**	26	43	43	32	12	**	**	13	80	48	140	12	3	44	73	36
	16%	**	27%	14%	18%	17%	12%	**	**	18% ef	19% ef	15% ef	17% ef	9%	7%	18% c	17% c	12%
Talked with friends or family for recommendations about providers	94	**	9	35	25	13	10	**	**	11	38	36	85	10	3	25	40	29
	10%	**	9%	12% c	11%	7%	10%	**	**	15% e	9%	11%	10%	7%	8%	11%	9%	10%
None of these	680	**	59	210	164	137	71	**	**	47	290	233	570	108	36	158	299	222
	72%	**	60%	71%	70%	73%	75%	**	**	65%	68%	73%	70%	83% abcd	86% abcd	67%	71%	77% ab

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 112

Any break column with 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

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

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Discussed deals or offers with any other provider	89	42	47	36	21	14	17	57	32	78	11	73	9	**	**
	9%	9%	10%	12%	7%	9%	10%	9%	9%	9%	9%	9%	11%	**	**
				b											
Looked at deals or offers from any other provider	152	85	67	56	48	27	21	105	47	131	21	134	10	**	**
	16%	18%	14%	18%	16%	17%	12%	17%	14%	16%	17%	17%	12%	**	**
		b		d											
Talked with friends or family for recommendations about providers	94	46	48	31	34	15	15	64	30	77	17	72	8	**	**
	10%	10%	10%	10%	11%	10%	8%	11%	9%	9%	14%	9%	9%	**	**
											a				
None of these	680	330	350	218	213	115	134	432	249	595	86	585	62	**	**
	72%	71%	73%	71%	71%	71%	75%	71%	73%	72%	68%	73%	72%	**	**

Columns Tested: a,b - a,b,c,d - a,b - 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. SHOWCARD 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 fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Agree strongly	210	21	189	35	175	72	79	**	25	21	131	79	26	17	20	155	**	29
	22%	32%	21%	29%	21%	22%	20%	**	21%	32%	21%	24%	24%	24%	22%	21%	**	28%
		b		b						abd								b
Agree slightly	297	22	275	37	260	87	137	**	39	22	208	89	32	20	26	234	**	31
	31%	34%	31%	31%	31%	27%	35%	**	34%	34%	34%	27%	29%	29%	28%	32%	**	30%
							a				b							
Disagree slightly	149	6	143	14	135	55	55	**	24	6	104	44	18	12	17	118	**	13
	16%	9%	16%	11%	16%	17%	14%	**	20%	9%	17%	14%	16%	16%	18%	16%	**	12%
			a			e			be									
Disagree strongly	130	5	125	11	120	44	60	**	13	5	94	36	24	15	20	100	**	7
	14%	8%	14%	9%	14%	14%	15%	**	11%	8%	15%	11%	21%	22%	22%	14%	**	7%
					a						b		ab	b	bd	d		
Don't know	162	11	151	24	137	65	64	**	15	11	82	80	10	6	9	129	**	23
	17%	17%	17%	20%	17%	20%	16%	**	13%	17%	13%	24%	9%	8%	10%	17%	**	22%
						d						acd				a		a
TOTAL AGREE	507	43	465	72	435	160	216	**	64	43	339	168	58	37	45	390	**	60
	54%	65%	53%	60%	53%	49%	55%	**	55%	65%	55%	51%	53%	53%	50%	53%	**	58%
		b		b			a			ab								
TOTAL DISAGREE	279	12	267	24	255	100	114	**	36	12	198	81	41	27	37	218	**	20
	29%	18%	30%	20%	31%	31%	29%	**	31%	18%	32%	25%	38%	38%	40%	30%	**	19%
			a		a	e	e		e		b		b	b	bd	d		

Columns Tested: a,b - a,b - a,b,c,d,e - 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. SHOWCARD 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 fixed broadband service

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Agree strongly	210	**	22	59	47	45	23	**	**	19	81	69	169	41	12	55	81	74
	22%	**	23%	20%	20%	24%	25%	**	**	27%	19%	22%	21%	31%	30%	23%	19%	26%
														bcd	bd			b
Agree slightly	297	**	28	104	66	54	36	**	**	23	148	94	265	30	10	74	147	74
	31%	**	29%	35%	28%	29%	38%	**	**	32%	35%	30%	33%	23%	25%	31%	35%	26%
				b			bc				cef	e	e				c	
Disagree slightly	149	**	17	43	49	23	15	**	**	6	81	47	134	15	4	42	67	40
	16%	**	17%	15%	21%	13%	16%	**	**	8%	19%	15%	16%	12%	9%	18%	16%	14%
					ac						acef		aef					
Disagree strongly	130	**	22	42	27	36	8	**	**	11	56	50	117	13	2	29	58	43
	14%	**	23%	14%	11%	19%	8%	**	**	15%	13%	16%	14%	10%	6%	12%	14%	15%
				d		abd				f	f	ef	ef					
Don't know	162	**	9	48	47	28	13	**	**	13	59	58	130	32	13	36	68	58
	17%	**	9%	16%	20%	15%	13%	**	**	18%	14%	18%	16%	24%	31%	15%	16%	20%
					d							b		bcd	abcd			a
TOTAL AGREE	507	**	50	164	113	99	59	**	**	43	229	163	434	71	23	129	229	148
	54%	**	52%	55%	48%	53%	63%	**	**	59%	54%	51%	53%	54%	55%	54%	54%	51%
				b			bc											
TOTAL DISAGREE	279	**	39	85	75	60	23	**	**	17	137	97	251	28	6	72	125	82
	29%	**	40%	29%	32%	32%	24%	**	**	23%	32%	31%	31%	21%	15%	30%	30%	29%
					d						ef	ef	ef					

Columns Tested: a,b - 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. SHOWCARD 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 fixed broadband service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Agree strongly	210	105	105	64	70	31	45	133	77	183	27	171	28	**	**
	22%	22%	22%	21%	23%	19%	26%	22%	23%	22%	22%	21%	32%	**	**
							c						a		
Agree slightly	297	157	141	98	101	48	51	199	98	264	33	259	16	**	**
	31%	33%	29%	32%	33%	30%	29%	33%	29%	32%	27%	32%	19%	**	**
												b			
Disagree slightly	149	72	77	49	56	19	25	105	44	126	22	130	12	**	**
	16%	15%	16%	16%	19%	11%	14%	17%	13%	15%	18%	16%	14%	**	**
					c			b							
Disagree strongly	130	61	69	44	34	30	22	78	52	113	17	110	11	**	**
	14%	13%	14%	14%	11%	18%	13%	13%	15%	14%	14%	14%	12%	**	**
						bd									
Don't know	162	74	88	53	40	35	34	93	69	136	25	131	19	**	**
	17%	16%	18%	17%	13%	21%	19%	15%	20%	17%	20%	16%	23%	**	**
						b	b		a				a		
TOTAL AGREE	507	261	246	162	170	79	96	332	175	447	61	430	44	**	**
	54%	56%	51%	53%	57%	49%	54%	55%	52%	54%	48%	54%	51%	**	**
					c										
TOTAL DISAGREE	279	133	146	93	90	48	48	183	96	239	40	239	23	**	**
	29%	28%	30%	30%	30%	30%	27%	30%	28%	29%	32%	30%	27%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 114

Any break column with 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. SHOWCARD 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 : All responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		a	b	a	b	a	b	~c	d	e	a	b	c	d	a	b	~c	d
Unweighted total	1747	122	1625	224	1523	660	670	93	202	122	1122	625	194	128	164	1359	30	194
Effective Weighted Sample	1586	107	1479	200	1386	588	628	87	181	107	1019	568	175	117	148	1238	27	173
Total	948	65	883	121	827	324	393	49	116	65	620	328	110	70	91	736	19	102
Yes - in the last 6 months	55	7	48	12	44	22	16	**	9	7	55	-	55	36	44	-	**	-
	6%	11%	5%	10%	5%	7%	4%	**	7%	11%	9%	-%	50%	51%	48%	-%	**	-%
		b		b		b			b	b	b		ab	ab	bd			
Yes - 7 to 12 months ago	54	4	50	7	47	15	22	**	10	4	54	-	54	34	47	-	**	-
	6%	6%	6%	6%	6%	5%	6%	**	8%	6%	9%	-%	50%	49%	52%	-%	**	-%
									a		b		ab	ab	bd			
Yes - 13 to 18 months ago	36	3	33	3	32	12	14	**	4	3	36	-	-	-	-	32	**	3
	4%	4%	4%	3%	4%	4%	4%	**	3%	4%	6%	-%	-%	-%	-%	4%	**	3%
											bcd					a		a
Yes - 1.5 to 2 years ago	60	5	55	9	51	16	23	**	15	5	60	-	-	-	-	51	**	9
	6%	7%	6%	8%	6%	5%	6%	**	13%	7%	10%	-%	-%	-%	-%	7%	**	9%
									ab		bcd					a		a
Yes - 2 to 3 years ago	87	6	81	10	77	25	38	**	11	6	87	-	-	-	-	77	**	10
	9%	9%	9%	8%	9%	8%	10%	**	10%	9%	14%	-%	-%	-%	-%	10%	**	9%
											bcd					a		a
Yes - More than 3 years ago	328	20	307	36	292	101	156	**	33	20	328	-	-	-	-	292	**	36
	35%	31%	35%	29%	35%	31%	40%	**	28%	31%	53%	-%	-%	-%	-%	40%	**	35%
							ad				bcd					a		a
No - never changed provider	328	20	308	45	283	133	124	**	34	20	-	328	-	-	-	283	**	45
	35%	31%	35%	37%	34%	41%	31%	**	29%	31%	-%	100%	-%	-%	-%	39%	**	44%
						bde						acd				a		a

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 114

Any break column with 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. SHOWCARD 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 : All responsible for the household's broadband service

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	a	b	c	d	~e	~f	a	b	c	d	e	f	a	b	c
Unweighted total	1747	19	175	518	455	329	184	72	61	113	652	636	1401	342	109	373	714	656
Effective Weighted Sample	1586	17	159	478	413	301	165	66	54	107	608	600	1292	336	107	347	657	618
Total	948	12	97	297	235	186	95	40	32	73	424	318	815	131	42	236	421	289
Yes - in the last 6 months	55	**	47	13	13	7	8	**	**	8	31	13	52	4	1	20	26	9
	6%	**	49%	4%	6%	4%	8%	**	**	11%	7%	4%	6%	3%	2%	9%	6%	3%
							ac			cef	cef		ce			c	c	
Yes - 7 to 12 months ago	54	**	50	14	9	12	7	**	**	4	26	19	50	4	2	14	28	12
	6%	**	51%	5%	4%	6%	7%	**	**	6%	6%	6%	6%	3%	4%	6%	7%	4%
											e		e				c	
Yes - 13 to 18 months ago	36	**	-	13	8	7	3	**	**	1	26	6	33	3	1	13	18	5
	4%	**	-%	5%	3%	4%	3%	**	**	2%	6%	2%	4%	2%	2%	5%	4%	2%
											acdef		c			c	c	
Yes - 1.5 to 2 years ago	60	**	-	18	11	10	6	**	**	6	31	19	56	4	2	18	30	12
	6%	**	-%	6%	4%	6%	7%	**	**	8%	7%	6%	7%	3%	4%	8%	7%	4%
										e	e	e	e			c	c	
Yes - 2 to 3 years ago	87	**	-	30	18	15	10	**	**	9	45	25	79	8	3	24	43	20
	9%	**	-%	10%	8%	8%	11%	**	**	13%	11%	8%	10%	6%	7%	10%	10%	7%
										e	e		e				c	
Yes - More than 3 years ago	328	**	-	122	61	70	33	**	**	12	146	120	278	49	14	60	159	108
	35%	**	-%	41%	26%	38%	35%	**	**	16%	34%	38%	34%	38%	34%	25%	38%	37%
				b		b	b				a	a	a	a	a		a	a
No - never changed provider	328	**	-	87	116	66	28	**	**	32	118	117	268	59	20	87	118	123
	35%	**	-%	29%	49%	35%	29%	**	**	44%	28%	37%	33%	45%	47%	37%	28%	42%
					acd					bd		b	b	bcd	bcd	b		b

Columns Tested: a,b - 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.

Q28. SHOWCARD 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 : All responsible for the household's broadband service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	827	920	474	566	372	335	1040	707	1498	249	1458	169	81	39
Effective Weighted Sample	1586	746	844	440	520	350	307	952	649	1361	226	1325	152	75	35
Total	948	468	479	308	301	162	178	608	340	822	125	800	86	42	19
Yes - in the last 6 months	55	25	31	15	18	11	12	33	22	49	6	49	5	**	**
	6%	5%	6%	5%	6%	7%	6%	5%	7%	6%	5%	6%	5%	**	**
Yes - 7 to 12 months ago	54	27	28	20	17	7	10	37	17	48	6	45	6	**	**
	6%	6%	6%	7%	6%	4%	6%	6%	5%	6%	5%	6%	7%	**	**
Yes - 13 to 18 months ago	36	19	17	12	12	4	8	24	12	30	5	33	*	**	**
	4%	4%	3%	4%	4%	2%	5%	4%	3%	4%	4%	4%	*%	**	**
												b			
Yes - 1.5 to 2 years ago	60	24	36	14	21	9	15	35	25	52	8	51	5	**	**
	6%	5%	8%	5%	7%	6%	9%	6%	7%	6%	6%	6%	6%	**	**
			a				a								
Yes - 2 to 3 years ago	87	41	46	21	36	16	14	57	30	74	13	70	8	**	**
	9%	9%	10%	7%	12%	10%	8%	9%	9%	9%	10%	9%	9%	**	**
					a										
Yes - More than 3 years ago	328	166	161	120	102	53	52	222	106	292	36	280	23	**	**
	35%	36%	34%	39%	34%	33%	29%	36%	31%	35%	28%	35%	26%	**	**
				d				b		b		b			
No - never changed provider	328	167	162	106	94	62	66	200	128	277	51	273	40	**	**
	35%	36%	34%	34%	31%	38%	37%	33%	38%	34%	41%	34%	46%	**	**
						b			a		a		a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 changed supplier in the last 12 months for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	a	~b	c	d	a	~b	~c	~d
Unweighted total	194	18	176	30	164	73	64	8	31	18	194	-	194	128	164	-	30	-
Effective Weighted Sample	175	17	159	27	148	65	60	7	27	17	175	-	175	117	148	-	27	-
Total	110	11	98	19	91	37	38	5	18	11	110	-	110	70	91	-	19	-
Yes	40	**	38	**	34	**	**	**	**	**	40	**	40	-	34	**	**	**
	36%	**	38%	**	38%	**	**	**	**	**	36% d	**	36% d	-%	38%	**	**	**
No	70	**	61	**	57	**	**	**	**	**	70	**	70	70	57	**	**	**
	64%	**	62%	**	62%	**	**	**	**	**	64%	**	64%	100% ac	62%	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 115

Any break column with 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 changed supplier in the last 12 months for the household's broadband service

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	194	19	175	49	39	31	26	20	5	18	91	64	173	21	6	55	93	46
Effective Weighted Sample	175	17	159	45	35	28	24	18	5	17	83	60	158	21	6	51	84	43
Total	110	12	97	26	22	19	15	11	3	12	57	32	102	8	2	34	54	21
Yes	40	**	35	**	**	**	**	**	**	**	**	**	39	**	**	**	**	**
	36%	**	36%	**	**	**	**	**	**	**	**	**	38%	**	**	**	**	**
No	70	**	62	**	**	**	**	**	**	**	**	**	63	**	**	**	**	**
	64%	**	64%	**	**	**	**	**	**	**	**	**	62%	**	**	**	**	**

Columns Tested: a,b - 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 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 changed supplier in the last 12 months for the household's broadband service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c	~d
Unweighted total	194	89	105	51	65	40	38	116	78	170	24	164	20	10	-
Effective Weighted Sample	175	79	97	47	59	38	35	105	72	154	22	149	18	9	-
Total	110	51	58	35	36	18	22	70	39	97	13	94	10	5	-
Yes	40	**	16	**	**	**	**	29	**	35	**	35	**	**	**
	36%	**	28%	**	**	**	**	41%	**	36%	**	37%	**	**	**
No	70	**	42	**	**	**	**	41	**	62	**	59	**	**	**
	64%	**	72%	**	**	**	**	59%	**	64%	**	63%	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous fixed broadband service provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	a	~b	c	d	a	~b	~c	~d
Unweighted total	194	18	176	30	164	73	64	8	31	18	194	-	194	128	164	-	30	-
Effective Weighted Sample	175	17	159	27	148	65	60	7	27	17	175	-	175	117	148	-	27	-
Total	110	11	98	19	91	37	38	5	18	11	110	-	110	70	91	-	19	-
No, did not receive any other services	54	**	47	**	43	**	**	**	**	**	54	**	54	30	43	**	**	**
	49%	**	48%	**	47%	**	**	**	**	**	49%	**	49%	43%	47%	**	**	**
Landline phone service	45	**	41	**	40	**	**	**	**	**	45	**	45	31	40	**	**	**
	41%	**	42%	**	44%	**	**	**	**	**	41%	**	41%	45%	44%	**	**	**
TV service	27	**	25	**	23	**	**	**	**	**	27	**	27	18	23	**	**	**
	25%	**	25%	**	25%	**	**	**	**	**	25%	**	25%	26%	25%	**	**	**
Mobile phone service	3	**	3	**	3	**	**	**	**	**	3	**	3	2	3	**	**	**
	3%	**	4%	**	4%	**	**	**	**	**	3%	**	3%	3%	4%	**	**	**
Don’t know	3	**	2	**	2	**	**	**	**	**	3	**	3	3	2	**	**	**
	3%	**	2%	**	2%	**	**	**	**	**	3%	**	3%	4%	2%	**	**	**
PREVIOUS QUAD PLAY	2	**	2	**	2	**	**	**	**	**	2	**	2	1	2	**	**	**
	2%	**	2%	**	2%	**	**	**	**	**	2%	**	2%	1%	2%	**	**	**
PREVIOUS TRIPLE PLAY	18	**	16	**	15	**	**	**	**	**	18	**	18	12	15	**	**	**
	16%	**	16%	**	17%	**	**	**	**	**	16%	**	16%	17%	17%	**	**	**
PREVIOUS DUAL PLAY	25	**	23	**	22	**	**	**	**	**	25	**	25	18	22	**	**	**
	22%	**	23%	**	24%	**	**	**	**	**	22%	**	22%	25%	24%	**	**	**
PREVIOUS OTHER BUNDLE	9	**	8	**	8	**	**	**	**	**	9	**	9	7	8	**	**	**
	8%	**	8%	**	8%	**	**	**	**	**	8%	**	8%	10%	8%	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous fixed broadband service provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	194	19	175	49	39	31	26	20	5	18	91	64	173	21	6	55	93	46
Effective Weighted Sample	175	17	159	45	35	28	24	18	5	17	83	60	158	21	6	51	84	43
Total	110	12	97	26	22	19	15	11	3	12	57	32	102	8	2	34	54	21
No, did not receive any other services	54	**	44	**	**	**	**	**	**	**	**	**	51	**	**	**	**	**
	49%	**	45%	**	**	**	**	**	**	**	**	**	50%	**	**	**	**	**
Landline phone service	45	**	44	**	**	**	**	**	**	**	**	**	39	**	**	**	**	**
	41%	**	45%	**	**	**	**	**	**	**	**	**	39%	**	**	**	**	**
TV service	27	**	25	**	**	**	**	**	**	**	**	**	26	**	**	**	**	**
	25%	**	26%	**	**	**	**	**	**	**	**	**	25%	**	**	**	**	**
Mobile phone service	3	**	3	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	3%	**	3%	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	**
Don't know	3	**	3	**	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	3%	**	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**	**	**
PREVIOUS QUAD PLAY	2	**	2	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	2%	**	2%	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**
PREVIOUS TRIPLE PLAY	18	**	17	**	**	**	**	**	**	**	**	**	17	**	**	**	**	**
	16%	**	17%	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**
PREVIOUS DUAL PLAY	25	**	25	**	**	**	**	**	**	**	**	**	22	**	**	**	**	**
	22%	**	25%	**	**	**	**	**	**	**	**	**	21%	**	**	**	**	**
PREVIOUS OTHER BUNDLE	9	**	8	**	**	**	**	**	**	**	**	**	8	**	**	**	**	**
	8%	**	8%	**	**	**	**	**	**	**	**	**	8%	**	**	**	**	**

Columns Tested: a,b - 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.

Q30. SHOWCARD Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous fixed broadband service provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c	~d
Unweighted total	194	89	105	51	65	40	38	116	78	170	24	164	20	10	-
Effective Weighted Sample	175	79	97	47	59	38	35	105	72	154	22	149	18	9	-
Total	110	51	58	35	36	18	22	70	39	97	13	94	10	5	-
No, did not receive any other services	54	**	27	**	**	**	**	37	**	49	**	45	**	**	**
	49%	**	46%	**	**	**	**	53%	**	51%	**	48%	**	**	**
Landline phone service	45	**	23	**	**	**	**	24	**	39	**	39	**	**	**
	41%	**	40%	**	**	**	**	35%	**	40%	**	41%	**	**	**
TV service	27	**	18	**	**	**	**	15	**	23	**	24	**	**	**
	25%	**	30%	**	**	**	**	22%	**	24%	**	26%	**	**	**
Mobile phone service	3	**	3	**	**	**	**	2	**	3	**	3	**	**	**
	3%	**	4%	**	**	**	**	3%	**	3%	**	4%	**	**	**
Don't know	3	**	2	**	**	**	**	2	**	3	**	3	**	**	**
	3%	**	3%	**	**	**	**	3%	**	3%	**	3%	**	**	**
PREVIOUS QUAD PLAY	2	**	1	**	**	**	**	*	**	1	**	2	**	**	**
	2%	**	2%	**	**	**	**	*%	**	2%	**	2%	**	**	**
PREVIOUS TRIPLE PLAY	18	**	10	**	**	**	**	9	**	15	**	16	**	**	**
	16%	**	18%	**	**	**	**	13%	**	16%	**	17%	**	**	**
PREVIOUS DUAL PLAY	25	**	11	**	**	**	**	14	**	21	**	21	**	**	**
	22%	**	19%	**	**	**	**	20%	**	22%	**	22%	**	**	**
PREVIOUS OTHER BUNDLE	9	**	7	**	**	**	**	8	**	7	**	8	**	**	**
	8%	**	12%	**	**	**	**	11%	**	7%	**	9%	**	**	**

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

Q31. SHOWCARD Which of these types of service did you receive from your previous fixed broadband provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		SIMPLE BUNDLE TYPE					FIXED BROADBAND SWITCH				BUNDLE/ NON BUNDLE SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	DUAL	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~e	a	~b	c	d	a	~b	~c	~d
Unweighted total	194	18	176	30	164	73	64	8	31	18	194	-	194	128	164	-	30	-
Effective Weighted Sample	175	17	159	27	148	65	60	7	27	17	175	-	175	117	148	-	27	-
Total	110	11	98	19	91	37	38	5	18	11	110	-	110	70	91	-	19	-
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	55	**	50	**	46	**	**	**	**	**	55	**	55	38	46	**	**	**
	50%	**	51%	**	50%	**	**	**	**	**	50%	**	50%	55%	50%	**	**	**
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	35	**	33	**	32	**	**	**	**	**	35	**	35	20	32	**	**	**
	32%	**	33%	**	36%	**	**	**	**	**	32%	**	32%	28%	36%	**	**	**
Ultrafast broadband - the download speed is 100MB/second or higher	10	**	7	**	5	**	**	**	**	**	10	**	10	5	5	**	**	**
	9%	**	7%	**	6%	**	**	**	**	**	9%	**	9%	7%	6%	**	**	**
Don't know	10	**	9	**	8	**	**	**	**	**	10	**	10	7	8	**	**	**
	9%	**	9%	**	8%	**	**	**	**	**	9%	**	9%	10%	8%	**	**	**

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

Q31. SHOWCARD Which of these types of service did you receive from your previous fixed broadband provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		SERVICES SWITCHED		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SINGLE	MULT-IPLE	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	194	19	175	49	39	31	26	20	5	18	91	64	173	21	6	55	93	46
Effective Weighted Sample	175	17	159	45	35	28	24	18	5	17	83	60	158	21	6	51	84	43
Total	110	12	97	26	22	19	15	11	3	12	57	32	102	8	2	34	54	21
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	55	**	49	**	**	**	**	**	**	**	**	**	49	**	**	**	**	**
	50%	**	51%	**	**	**	**	**	**	**	**	**	48%	**	**	**	**	**
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	35	**	34	**	**	**	**	**	**	**	**	**	34	**	**	**	**	**
	32%	**	34%	**	**	**	**	**	**	**	**	**	33%	**	**	**	**	**
Ultrafast broadband - the download speed is 100MB/second or higher	10	**	7	**	**	**	**	**	**	**	**	**	9	**	**	**	**	**
	9%	**	7%	**	**	**	**	**	**	**	**	**	9%	**	**	**	**	**
Don't know	10	**	8	**	**	**	**	**	**	**	**	**	10	**	**	**	**	**
	9%	**	8%	**	**	**	**	**	**	**	**	**	10%	**	**	**	**	**

Columns Tested: a,b - 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.

Q31. SHOWCARD Which of these types of service did you receive from your previous fixed broadband provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		GENDER		SOCIAL GRADE				SOCIAL GRADE (2)		URBANITY		NATION			
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c	~d
Unweighted total	194	89	105	51	65	40	38	116	78	170	24	164	20	10	-
Effective Weighted Sample	175	79	97	47	59	38	35	105	72	154	22	149	18	9	-
Total	110	51	58	35	36	18	22	70	39	97	13	94	10	5	-
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	55	**	26	**	**	**	**	37	**	48	**	47	**	**	**
	50%	**	45%	**	**	**	**	53%	**	49%	**	50%	**	**	**
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	35	**	18	**	**	**	**	19	**	31	**	30	**	**	**
	32%	**	31%	**	**	**	**	27%	**	32%	**	32%	**	**	**
Ultrafast broadband - the download speed is 100MB/second or higher	10	**	5	**	**	**	**	7	**	9	**	7	**	**	**
	9%	**	9%	**	**	**	**	10%	**	9%	**	8%	**	**	**
Don't know	10	**	9	**	**	**	**	7	**	9	**	10	**	**	**
	9%	**	15%	**	**	**	**	10%	**	10%	**	10%	**	**	**

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

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels?

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

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	1176	303	873	330	846	670	93	110	303	662	514	90	54	-	-	-	-
Effective Weighted Sample	1089	274	816	299	790	628	87	101	274	616	473	83	49	-	-	-	-
Total	690	180	510	197	493	393	49	67	180	389	301	55	32	-	-	-	-
Pay to receive sports channels	242	68	174	70	172	139	**	19	68	133	109	**	**	**	**	**	**
	35%	38%	34%	35%	35%	35%	**	29%	38%	34%	36%	**	**	**	**	**	**
Pay to receive movie channels	173	46	127	48	126	98	**	16	46	95	79	**	**	**	**	**	**
	25%	26%	25%	24%	26%	25%	**	23%	26%	24%	26%	**	**	**	**	**	**
PAY FOR SPORTS &/ OR MOVIE CHANNELS	287	82	206	84	203	163	**	24	82	156	132	**	**	**	**	**	**
	42%	46%	40%	43%	41%	41%	**	35%	46%	40%	44%	**	**	**	**	**	**
Don't pay for sports channels or movie channels	390	95	294	109	281	222	**	42	95	228	162	**	**	**	**	**	**
	56%	53%	58%	55%	57%	56%	**	62%	53%	58%	54%	**	**	**	**	**	**
Don't know	13	3	10	4	9	9	**	1	3	6	7	**	**	**	**	**	**
	2%	1%	2%	2%	2%	2%	**	2%	1%	1%	2%	**	**	**	**	**	**

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

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels?

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

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	~b	a	b	a	b	~c	~d
Unweighted total	1176	66	780	24	306	14	76	1176	-	556	620	722	268	99	49
Effective Weighted Sample	1089	61	729	22	278	12	71	1089	-	523	570	669	248	91	46
Total	690	39	454	15	181	10	45	690	-	350	340	424	157	57	26
Pay to receive sports channels	242	**	161	**	65	**	**	242	**	142	99	162	52	**	**
	35%	**	35%	**	36%	**	**	35%	**	41% b	29%	38%	33%	**	**
Pay to receive movie channels	173	**	117	**	44	**	**	173	**	114	59	129	30	**	**
	25%	**	26%	**	24%	**	**	25%	**	33% b	17%	30% b	19%	**	**
PAY FOR SPORTS &/ OR MOVIE CHANNELS	287	**	188	**	78	**	**	287	**	173	115	200	55	**	**
	42%	**	42%	**	43%	**	**	42%	**	49% b	34%	47% b	35%	**	**
Don't pay for sports channels or movie channels	390	**	256	**	100	**	**	390	**	172	218	218	98	**	**
	56%	**	56%	**	55%	**	**	56%	**	49%	64% a	51%	62% a	**	**
Don't know	13	**	9	**	4	**	**	13	**	6	7	7	5	**	**
	2%	**	2%	**	2%	**	**	2%	**	2%	2%	2%	3%	**	**

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

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels?

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
Pay to receive sports channels	242	**	108	87	211	31	**	53	113	75	143	98	101	84	35	22	185	57
	35%	**	35%	37%	35%	35%	**	31%	36%	37%	43%	28%	44%	37%	31%	18%	41%	24%
											b		bcd	d	d		b	
Pay to receive movie channels	173	**	87	54	159	15	**	49	87	37	93	81	65	60	26	23	125	48
	25%	**	28%	23%	26%	17%	**	29%	28%	18%	28%	23%	29%	26%	23%	18%	28%	21%
			e		e			c	c				d	d			b	
PAY FOR SPORTS &/ OR MOVIE CHANNELS	287	**	132	99	252	35	**	72	132	84	165	122	112	99	43	33	211	76
	42%	**	43%	42%	42%	40%	**	41%	42%	41%	49%	35%	49%	43%	39%	27%	46%	32%
											b		cd	d	d		b	
Don't pay for sports channels or movie channels	390	**	173	131	336	53	**	100	171	117	167	222	111	124	67	88	235	155
	56%	**	56%	55%	56%	59%	**	58%	55%	57%	50%	63%	49%	54%	60%	71%	52%	66%
												a			a	abc		a
Don't know	13	**	4	7	12	1	**	1	9	3	3	9	4	5	2	2	9	4
	2%	**	1%	3%	2%	1%	**	1%	3%	1%	1%	3%	2%	2%	1%	2%	2%	2%
												a						

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

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels?

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1176	1038	138	983	97	72	24
Effective Weighted Sample	1089	961	128	910	92	66	22
Total	690	610	79	580	56	41	14
Pay to receive sports channels	242	216	26	208	**	**	**
	35%	35%	33%	36%	**	**	**
Pay to receive movie channels	173	155	18	152	**	**	**
	25%	25%	23%	26%	**	**	**
PAY FOR SPORTS &/ OR MOVIE CHANNELS	287	253	35	244	**	**	**
	42%	41%	44%	42%	**	**	**
Don’t pay for sports channels or movie channels	390	345	44	326	**	**	**
	56%	57%	56%	56%	**	**	**
Don’t know	13	12	1	10	**	**	**
	2%	2%	1%	2%	**	**	**

Columns Tested: 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	a	b	~c	~d
Unweighted total	1879	303	873	330	846	670	93	110	1006	662	514	90	54	253	450	33	23
Effective Weighted Sample	1711	274	816	299	790	628	87	101	898	616	473	83	49	226	400	30	21
Total	1125	180	510	197	493	393	49	67	615	389	301	55	32	159	276	21	14
Very satisfied	594	78	237	85	230	175	**	33	357	165	150	**	**	92	187	**	**
	53%	43%	46%	43%	47%	44%	**	49%	58%	42%	50%	**	**	58%	68%	**	**
									a		a				a		
Fairly satisfied	419	83	214	91	206	168	**	29	205	180	117	**	**	53	70	**	**
	37%	46%	42%	46%	42%	43%	**	43%	33%	46%	39%	**	**	33%	25%	**	**
						d				b				b			
Neither satisfied nor dissatisfied	55	10	31	11	29	27	**	3	24	22	19	**	**	7	7	**	**
	5%	5%	6%	6%	6%	7%	**	5%	4%	6%	6%	**	**	4%	3%	**	**
						d											
Fairly dissatisfied	33	7	18	8	17	15	**	1	15	15	10	**	**	4	4	**	**
	3%	4%	3%	4%	3%	4%	**	1%	2%	4%	3%	**	**	2%	2%	**	**
Very dissatisfied	16	1	10	1	10	8	**	2	6	7	5	**	**	1	4	**	**
	1%	1%	2%	1%	2%	2%	**	3%	1%	2%	2%	**	**	1%	1%	**	**
Don’t know	7	1	*	1	*	*	**	-	7	1	-	**	**	3	4	**	**
	1%	*%	*%	*%	*%	*%	**	-%	1%	*%	-%	**	**	2%	1%	**	**
									a								
TOTAL SATISFIED	1013	161	451	176	436	343	**	62	563	345	267	**	**	145	257	**	**
	90%	90%	88%	89%	88%	87%	**	92%	92%	89%	89%	**	**	91%	93%	**	**
									a								
TOTAL DISSATISFIED	49	9	28	9	28	23	**	3	21	22	15	**	**	5	8	**	**
	4%	5%	5%	5%	6%	6%	**	4%	3%	6%	5%	**	**	3%	3%	**	**
						d											

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	b	a	b	a	b	~c	~d
Unweighted total	1879	66	780	24	306	14	76	1176	703	742	1137	722	268	99	49
Effective Weighted Sample	1711	61	729	22	278	12	71	1089	625	695	1017	669	248	91	46
Total	1125	39	454	15	181	10	45	690	435	470	655	424	157	57	26
Very satisfied	594	**	213	**	80	**	**	315	279	221	373	196	71	**	**
	53%	**	47%	**	44%	**	**	46%	64% a	47%	57% a	46%	45%	**	**
Fairly satisfied	419	**	191	**	82	**	**	297	123	193	226	181	69	**	**
	37%	**	42%	**	45%	**	**	43% b	28%	41% b	35%	43%	44%	**	**
Neither satisfied nor dissatisfied	55	**	25	**	11	**	**	41	14	29	26	23	10	**	**
	5%	**	6%	**	6%	**	**	6% b	3%	6% b	4%	5%	6%	**	**
Fairly dissatisfied	33	**	15	**	7	**	**	25	8	15	18	18	4	**	**
	3%	**	3%	**	4%	**	**	4% b	2%	3%	3%	4%	2%	**	**
Very dissatisfied	16	**	10	**	1	**	**	12	5	8	9	7	3	**	**
	1%	**	2%	**	1%	**	**	2%	1%	2%	1%	2%	2%	**	**
Don't know	7	**	-	**	1	**	**	1	6	4	3	1	-	**	**
	1%	**	-%	**	*%	**	**	*%	1% a	1%	*%	*%	-%	**	**
TOTAL SATISFIED	1013	**	403	**	161	**	**	612	402	414	599	377	141	**	**
	90%	**	89%	**	89%	**	**	89%	92% a	88%	91% a	89%	89%	**	**
TOTAL DISSATISFIED	49	**	25	**	8	**	**	37	13	23	27	24	7	**	**
	4%	**	6%	**	5%	**	**	5% b	3%	5%	4%	6%	4%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Very satisfied	594	35	209	203	447	145	69	126	219	247	278	316	156	168	103	167	324	270
	53%	48%	45%	56%	50%	64%	66%	49%	49%	59%	50%	55%	49%	52%	54%	57%	50%	56%
				bd		abcd	abcd			ab		a				a		a
Fairly satisfied	419	32	194	129	355	63	28	106	178	134	217	202	130	127	66	97	257	163
	37%	44%	42%	36%	40%	28%	27%	41%	40%	32%	39%	35%	41%	39%	35%	33%	40%	34%
		ef	cef	ef	ef			c	c				d	d			b	
Neither satisfied nor dissatisfied	55	2	32	15	49	6	2	11	30	14	25	30	18	17	10	10	35	20
	5%	3%	7%	4%	5%	3%	2%	4%	7%	3%	5%	5%	6%	5%	5%	3%	5%	4%
			cef		ef				c									
Fairly dissatisfied	33	1	16	8	25	7	4	6	13	13	20	13	12	6	7	8	18	15
	3%	2%	3%	2%	3%	3%	4%	2%	3%	3%	4%	2%	4%	2%	4%	3%	3%	3%
Very dissatisfied	16	2	6	5	13	4	1	5	4	7	9	7	3	4	4	7	6	10
	1%	3%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%
																		a
Don't know	7	1	5	1	6	1	*	3	2	2	4	3	2	2	-	4	3	4
	1%	1%	1%	*%	1%	*%	*%	1%	*%	*%	1%	1%	1%	1%	-%	1%	1%	1%
																c		
TOTAL SATISFIED	1013	67	403	333	802	209	97	233	397	381	495	518	286	295	168	264	581	432
	90%	92%	87%	92%	90%	92%	93%	90%	89%	91%	89%	91%	89%	91%	89%	90%	90%	90%
				b		b	b											
TOTAL DISSATISFIED	49	4	21	13	38	11	5	11	18	20	29	20	15	10	10	14	24	25
	4%	5%	5%	4%	4%	5%	4%	4%	4%	5%	5%	4%	5%	3%	6%	5%	4%	5%
															b			

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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. SHOWCARD How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
Very satisfied	594	530	64	488	59	**	**
	53%	53%	48%	52%	58%	**	**
Fairly satisfied	419	365	54	362	31	**	**
	37%	37%	40%	38%	31%	**	**
				b			
Neither satisfied nor dissatisfied	55	46	9	46	6	**	**
	5%	5%	7%	5%	6%	**	**
Fairly dissatisfied	33	27	6	26	4	**	**
	3%	3%	4%	3%	4%	**	**
Very dissatisfied	16	16	1	15	-	**	**
	1%	2%	1%	2%	-%	**	**
Don't know	7	7	*	5	1	**	**
	1%	1%	*%	1%	1%	**	**
TOTAL SATISFIED	1013	895	119	851	89	**	**
	90%	90%	88%	90%	89%	**	**
TOTAL DISSATISFIED	49	43	7	40	4	**	**
	4%	4%	5%	4%	4%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	a	b	~c	~d
Unweighted total	1879	303	873	330	846	670	93	110	1006	662	514	90	54	253	450	33	23
Effective Weighted Sample	1711	274	816	299	790	628	87	101	898	616	473	83	49	226	400	30	21
Total	1125	180	510	197	493	393	49	67	615	389	301	55	32	159	276	21	14
Currently looking for a new deal	26	3	17	3	17	14	**	2	9	11	9	**	**	3	4	**	**
	2%	1%	3%	1%	3%	4%	**	4%	2%	3%	3%	**	**	2%	1%	**	**
					a	d											
Planning to look for a new deal	73	19	46	23	42	36	**	6	27	38	27	**	**	4	4	**	**
	6%	11%	9%	12%	9%	9%	**	8%	4%	10%	9%	**	**	2%	2%	**	**
						d											
Not currently looking or planning to look for a new deal	997	151	438	165	424	336	**	59	559	332	257	**	**	148	259	**	**
	89%	84%	86%	84%	86%	85%	**	87%	91%	85%	85%	**	**	93%	94%	**	**
									a								
Don't know	29	6	10	6	10	8	**	1	19	8	8	**	**	5	8	**	**
	3%	4%	2%	3%	2%	2%	**	1%	3%	2%	3%	**	**	3%	3%	**	**

Columns Tested: a,b - a,b - a,b,c,d - 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. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	b	a	b	a	b	~c	~d
Unweighted total	1879	66	780	24	306	14	76	1176	703	742	1137	722	268	99	49
Effective Weighted Sample	1711	61	729	22	278	12	71	1089	625	695	1017	669	248	91	46
Total	1125	39	454	15	181	10	45	690	435	470	655	424	157	57	26
Currently looking for a new deal	26	**	16	**	3	**	**	20	7	15	11	12	6	**	**
	2%	**	4%	**	1%	**	**	3%	2%	3% b	2%	3%	4%	**	**
Planning to look for a new deal	73	**	41	**	20	**	**	65	8	41	32	40	14	**	**
	6%	**	9%	**	11%	**	**	9% b	2%	9% b	5%	9%	9%	**	**
Not currently looking or planning to look for a new deal	997	**	387	**	154	**	**	589	408	399	597	361	133	**	**
	89%	**	85%	**	85%	**	**	85%	94% a	85%	91% a	85%	85%	**	**
Don't know	29	**	10	**	5	**	**	16	13	15	14	11	4	**	**
	3%	**	2%	**	3%	**	**	2%	3%	3%	2%	3%	2%	**	**

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

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Currently looking for a new deal	26	5	12	6	22	4	2	9	9	8	12	15	8	5	5	9	13	14
	2%	6%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	3%
		bcde																
Planning to look for a new deal	73	4	39	23	65	8	2	18	35	20	40	33	24	19	15	15	43	30
	6%	5%	8%	6%	7%	4%	2%	7%	8%	5%	7%	6%	8%	6%	8%	5%	7%	6%
			ef	ef	ef				c									
Not currently looking or planning to look for a new deal	997	64	396	325	785	210	98	225	392	377	490	506	281	291	165	259	572	424
	89%	87%	86%	90%	88%	93%	94%	88%	88%	90%	89%	89%	88%	90%	88%	88%	89%	88%
				b		bd	abcd											
Don't know	29	1	14	9	24	4	1	6	11	12	12	17	7	8	4	10	15	14
	3%	2%	3%	3%	3%	2%	1%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%	3%

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

Q21. SHOWCARD Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
Currently looking for a new deal	26	25	2	21	2	**	**
	2%	3%	1%	2%	2%	**	**
Planning to look for a new deal	73	60	13	63	6	**	**
	6%	6%	10%	7%	6%	**	**
			a				
Not currently looking or planning to look for a new deal	997	882	115	836	88	**	**
	89%	89%	85%	89%	87%	**	**
Don’t know	29	24	5	22	5	**	**
	3%	2%	4%	2%	5%	**	**

Columns Tested: 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

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

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	1176	303	873	330	846	670	93	110	303	662	514	90	54	-	-	-	-
Effective Weighted Sample	1089	274	816	299	790	628	87	101	274	616	473	83	49	-	-	-	-
Total	690	180	510	197	493	393	49	67	180	389	301	55	32	-	-	-	-
Discussed deals or offers with your provider	129	22	107	26	103	87	**	9	22	79	50	**	**	**	**	**	**
	19%	12%	21%	13%	21%	22%	**	13%	12%	20%	16%	**	**	**	**	**	**
			a		a	cd											
Looked at alternative deals or offers from your provider	86	17	69	19	67	53	**	9	17	54	32	**	**	**	**	**	**
	12%	9%	13%	9%	14%	14%	**	13%	9%	14%	11%	**	**	**	**	**	**
Received a discount from your provider	81	17	64	18	63	48	**	9	17	45	36	**	**	**	**	**	**
	12%	10%	13%	9%	13%	12%	**	13%	10%	12%	12%	**	**	**	**	**	**
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)	58	12	46	12	45	37	**	3	12	34	23	**	**	**	**	**	**
	8%	6%	9%	6%	9%	9%	**	5%	6%	9%	8%	**	**	**	**	**	**
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)	32	8	25	8	25	21	**	2	8	14	19	**	**	**	**	**	**
	5%	4%	5%	4%	5%	5%	**	4%	4%	4%	6%	**	**	**	**	**	**
											a						
None of these	432	129	303	142	290	226	**	46	129	231	201	**	**	**	**	**	**
	63%	72%	59%	72%	59%	58%	**	68%	72%	59%	67%	**	**	**	**	**	**
		b		b				a	a		a						

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

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

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	~b	a	b	a	b	~c	~d
Unweighted total	1176	66	780	24	306	14	76	1176	-	556	620	722	268	99	49
Effective Weighted Sample	1089	61	729	22	278	12	71	1089	-	523	570	669	248	91	46
Total	690	39	454	15	181	10	45	690	-	350	340	424	157	57	26
Discussed deals or offers with your provider	129	**	87	**	20	**	**	129	**	74	54	81	30	**	**
	19%	**	19%	**	11%	**	**	19%	**	21%	16%	19%	19%	**	**
			d							b					
Looked at alternative deals or offers from your provider	86	**	59	**	17	**	**	86	**	52	34	52	24	**	**
	12%	**	13%	**	9%	**	**	12%	**	15%	10%	12%	15%	**	**
										b					
Received a discount from your provider	81	**	59	**	17	**	**	81	**	48	33	55	18	**	**
	12%	**	13%	**	9%	**	**	12%	**	14%	10%	13%	12%	**	**
										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)	58	**	42	**	12	**	**	58	**	37	21	37	13	**	**
	8%	**	9%	**	6%	**	**	8%	**	11%	6%	9%	8%	**	**
										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)	32	**	25	**	8	**	**	32	**	15	18	24	7	**	**
	5%	**	5%	**	4%	**	**	5%	**	4%	5%	6%	4%	**	**
None of these	432	**	272	**	134	**	**	432	**	204	228	262	97	**	**
	63%	**	60%	**	74%	**	**	63%	**	58%	67%	62%	61%	**	**
					b						a				

Columns Tested: a,b,c,d - a,b - 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
Discussed deals or offers with your provider	129	**	65	43	115	14	**	33	59	37	64	65	53	34	19	23	87	42
	19%	**	21%	18%	19%	15%	**	19%	19%	18%	19%	18%	23%	15%	17%	19%	19%	18%
													b					
Looked at alternative deals or offers from your provider	86	**	40	29	77	9	**	24	38	24	43	43	29	28	12	16	57	28
	12%	**	13%	12%	13%	10%	**	14%	12%	12%	13%	12%	13%	12%	11%	13%	13%	12%
Received a discount from your provider	81	**	39	27	71	10	**	21	36	25	39	42	29	27	14	12	56	26
	12%	**	13%	11%	12%	11%	**	12%	11%	12%	12%	12%	13%	12%	12%	10%	12%	11%
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)	58	**	33	16	54	4	**	18	28	11	27	31	17	18	12	12	34	23
	8%	**	11%	7%	9%	4%	**	11%	9%	6%	8%	9%	7%	8%	10%	10%	8%	10%
			ce		e			c										
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)	32	**	15	11	27	5	**	6	17	9	15	17	14	9	7	3	23	10
	5%	**	5%	5%	5%	6%	**	4%	5%	4%	5%	5%	6%	4%	6%	3%	5%	4%
None of these	432	**	180	153	368	63	**	101	194	136	210	222	144	146	66	76	290	142
	63%	**	58%	65%	61%	71%	**	58%	62%	67%	62%	63%	63%	64%	59%	62%	64%	60%
				b		bd				a								

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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. SHOWCARD Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1176	1038	138	983	97	72	24
Effective Weighted Sample	1089	961	128	910	92	66	22
Total	690	610	79	580	56	41	14
Discussed deals or offers with your provider	129	110	19	107	**	**	**
	19%	18%	24%	18%	**	**	**
Looked at alternative deals or offers from your provider	86	76	9	73	**	**	**
	12%	12%	12%	13%	**	**	**
Received a discount from your provider	81	71	10	70	**	**	**
	12%	12%	13%	12%	**	**	**
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)	58	48	10	54	**	**	**
	8%	8%	12%	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)	32	26	6	30	**	**	**
	5%	4%	7%	5%	**	**	**
None of these	432	391	41	362	**	**	**
	63%	64%	52%	62%	**	**	**
		b					

Columns Tested: 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. SHOWCARD 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

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	137	29	108	30	107	81	13	14	29	78	59	9	7	-	-	-	-
Effective Weighted Sample	127	26	101	27	100	76	12	13	26	73	54	8	6	-	-	-	-
Total	81	17	64	18	63	48	7	9	17	45	36	5	4	-	-	-	-
I contacted my provider	63	**	50	**	50	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	78%	**	79%	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	16	**	13	**	13	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	20%	**	20%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	1	**	*	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	2%	**	1%	**	**	**	**	**	**	**	**	**	**	**	**

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

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	~d	~a	~b	a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	137	7	100	2	28	1	8	137	-	77	60	91	30	10	-
Effective Weighted Sample	127	6	94	2	25	1	7	127	-	72	55	84	28	9	-
Total	81	4	59	1	17	1	5	81	-	48	33	55	18	5	-
I contacted my provider	63	**	48	**	**	**	**	63	**	**	**	**	**	**	**
	78%	**	81%	**	**	**	**	78%	**	**	**	**	**	**	**
My provider contacted me	16	**	11	**	**	**	**	16	**	**	**	**	**	**	**
	19%	**	19%	**	**	**	**	19%	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	*	**	**	**	**	2	**	**	**	**	**	**	**
	3%	**	1%	**	**	**	**	3%	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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. SHOWCARD 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				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	137	8	55	50	113	24	6	29	56	52	63	74	42	46	29	20	88	49
Effective Weighted Sample	127	8	53	47	106	24	6	28	53	48	58	69	40	44	27	18	83	45
Total	81	6	39	27	71	10	2	21	36	25	39	42	29	27	14	12	56	26
I contacted my provider	63	**	**	**	56	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	78%	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	16	**	**	**	14	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	19%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	~b	a	~b	~c	~d
Unweighted total	137	117	20	117	6	14	-
Effective Weighted Sample	127	108	19	108	6	13	-
Total	81	71	10	70	3	8	-
I contacted my provider	63	57	**	59	**	**	**
	78%	81%	**	84%	**	**	**
My provider contacted me	16	12	**	9	**	**	**
	19%	17%	**	13%	**	**	**
Don't know/ can't remember	2	2	**	2	**	**	**
	3%	3%	**	3%	**	**	**

Columns Tested: 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. SHOWCARD 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

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	96	18	78	19	77	63	10	5	18	57	39	7	4	-	-	-	-
Effective Weighted Sample	90	17	74	17	73	60	9	5	17	54	36	7	4	-	-	-	-
Total	58	12	46	12	45	37	6	3	12	34	23	4	2	-	-	-	-
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don’t know/ can’t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	96	6	71	1	18	1	6	96	-	58	38	61	21	9	5
Effective Weighted Sample	90	6	67	1	16	1	6	90	-	55	36	57	20	9	5
Total	58	4	42	1	12	1	4	58	-	37	21	37	13	6	3
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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. SHOWCARD 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				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	96	7	50	30	87	9	3	29	43	24	40	56	23	29	24	20	52	44
Effective Weighted Sample	90	7	48	29	83	9	3	28	41	23	38	54	22	27	24	19	49	42
Total	58	5	33	16	54	4	1	18	28	11	27	31	17	18	12	12	34	23
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	96	79	17	90	2	4	-
Effective Weighted Sample	90	74	16	85	2	4	-
Total	58	48	10	54	1	2	-
I contacted my provider	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don’t know/ can’t remember	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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. SHOWCARD 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

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	57	13	44	13	44	39	1	4	13	26	31	-	-	-	-	-	-
Effective Weighted Sample	53	12	41	12	41	36	1	4	12	24	29	-	-	-	-	-	-
Total	32	8	25	8	25	21	1	2	8	14	19	-	-	-	-	-	-
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don’t know/ can’t remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	57	-	44	-	13	-	-	57	-	24	33	42	12	2	1
Effective Weighted Sample	53	-	41	-	12	-	-	53	-	22	31	39	11	2	1
Total	32	-	25	-	8	-	-	32	-	15	18	24	7	1	*
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	57	2	22	20	44	13	6	10	27	20	24	33	20	16	15	6	36	21
Effective Weighted Sample	53	2	21	19	42	13	6	10	25	19	23	31	19	15	15	6	34	20
Total	32	1	15	11	27	5	2	6	17	9	15	17	14	9	7	3	23	10
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	57	47	10	52	1	2	2
Effective Weighted Sample	53	44	9	48	1	2	2
Total	32	26	6	30	1	1	1
I contacted my provider	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don’t know/ can’t remember	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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 Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	1176	303	873	330	846	670	93	110	303	662	514	90	54	-	-	-	-
Effective Weighted Sample	1089	274	816	299	790	628	87	101	274	616	473	83	49	-	-	-	-
Total	690	180	510	197	493	393	49	67	180	389	301	55	32	-	-	-	-
Received a discount	63	13	50	13	50	37	**	8	13	32	32	**	**	**	**	**	**
	9%	7%	10%	7%	10%	9%	**	11%	7%	8%	10%	**	**	**	**	**	**
Added extra or improved services	45	8	37	9	36	31	**	2	8	27	19	**	**	**	**	**	**
	7%	5%	7%	5%	7%	8%	**	3%	5%	7%	6%	**	**	**	**	**	**
						c											
Reduced or downgraded services	28	6	22	6	22	19	**	2	6	10	18	**	**	**	**	**	**
	4%	3%	4%	3%	5%	5%	**	4%	3%	3%	6%	**	**	**	**	**	**
											a						
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	115	22	93	23	92	74	**	11	22	60	55	**	**	**	**	**	**
	17%	12%	18%	12%	19%	19%	**	16%	12%	15%	18%	**	**	**	**	**	**
			a		a	d											
ALL 3 CHANGES	2	1	1	1	1	1	**	-	1	-	2	**	**	**	**	**	**
	*%	*%	*%	*%	*%	*%	**	-%	*%	-%	1%	**	**	**	**	**	**
											a						
DISCOUNT AND EXTRA SERVICES	13	2	11	2	11	7	**	1	2	7	6	**	**	**	**	**	**
	2%	1%	2%	1%	2%	2%	**	1%	1%	2%	2%	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	5	1	4	1	4	3	**	-	1	3	3	**	**	**	**	**	**
	1%	1%	1%	1%	1%	1%	**	-%	1%	1%	1%	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	-	1	1	**	-	-	-	1	**	**	**	**	**	**
	*%	-%	*%	-%	*%	*%	**	-%	-%	-%	*%	**	**	**	**	**	**
DISCOUNT ONLY	43	9	35	9	35	26	**	7	9	23	21	**	**	**	**	**	**
	6%	5%	7%	4%	7%	6%	**	10%	5%	6%	7%	**	**	**	**	**	**
EXTRA SERVICES ONLY	30	5	25	6	24	22	**	1	5	20	10	**	**	**	**	**	**
	4%	3%	5%	3%	5%	6%	**	1%	3%	5%	3%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - 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 Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	1176	303	873	330	846	670	93	110	303	662	514	90	54	-	-	-	-
Effective Weighted Sample	1089	274	816	299	790	628	87	101	274	616	473	83	49	-	-	-	-
Total	690	180	510	197	493	393	49	67	180	389	301	55	32	-	-	-	-
REDUCED SERVICES ONLY	21	4	17	4	17	15	**	2	4	8	13	**	**	**	**	**	**
	3%	2%	3%	2%	3%	4%	**	4%	2%	2%	4%	**	**	**	**	**	**
											a						
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	575	158	418	174	401	320	**	56	158	329	246	**	**	**	**	**	**
	83%	88%	82%	88%	81%	81%	**	84%	88%	85%	82%	**	**	**	**	**	**
		b		b					a								

Columns Tested: a,b - a,b - a,b,c,d - 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 Pay TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	~b	a	b	a	b	~c	~d
Unweighted total	1176	66	780	24	306	14	76	1176	-	556	620	722	268	99	49
Effective Weighted Sample	1089	61	729	22	278	12	71	1089	-	523	570	669	248	91	46
Total	690	39	454	15	181	10	45	690	-	350	340	424	157	57	26
Received a discount	63	**	48	**	12	**	**	63	**	37	26	42	16	**	**
	9%	**	10%	**	7%	**	**	9%	**	11%	8%	10%	10%	**	**
Added extra or improved services	45	**	33	**	9	**	**	45	**	29	16	29	8	**	**
	7%	**	7%	**	5%	**	**	7%	**	8%	5%	7%	5%	**	**
										b					
Reduced or downgraded services	28	**	22	**	6	**	**	28	**	13	15	20	6	**	**
	4%	**	5%	**	3%	**	**	4%	**	4%	5%	5%	4%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	115	**	86	**	22	**	**	115	**	64	50	75	26	**	**
	17%	**	19%	**	12%	**	**	17%	**	18%	15%	18%	17%	**	**
			d												
ALL 3 CHANGES	2	**	1	**	1	**	**	2	**	*	2	2	-	**	**
	*%	**	*%	**	*%	**	**	*%	**	*%	*%	*%	-%	**	**
DISCOUNT AND EXTRA SERVICES	13	**	11	**	2	**	**	13	**	10	2	9	3	**	**
	2%	**	2%	**	1%	**	**	2%	**	3%	1%	2%	2%	**	**
										b					
DISCOUNT AND REDUCED SERVICES	5	**	4	**	1	**	**	5	**	4	1	3	2	**	**
	1%	**	1%	**	1%	**	**	1%	**	1%	*%	1%	1%	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	**	-	**	**	1	**	-	1	1	-	**	**
	*%	**	*%	**	-%	**	**	*%	**	-%	*%	*%	-%	**	**
DISCOUNT ONLY	43	**	32	**	8	**	**	43	**	22	21	28	11	**	**
	6%	**	7%	**	4%	**	**	6%	**	6%	6%	7%	7%	**	**
EXTRA SERVICES ONLY	30	**	21	**	6	**	**	30	**	19	11	18	6	**	**
	4%	**	5%	**	3%	**	**	4%	**	5%	3%	4%	4%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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 Pay TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	~b	a	b	a	b	~c	~d
Unweighted total	1176	66	780	24	306	14	76	1176	-	556	620	722	268	99	49
Effective Weighted Sample	1089	61	729	22	278	12	71	1089	-	523	570	669	248	91	46
Total	690	39	454	15	181	10	45	690	-	350	340	424	157	57	26
REDUCED SERVICES ONLY	21	**	17	**	4	**	**	21	**	9	12	15	4	**	**
	3%	**	4%	**	2%	**	**	3%	**	2%	4%	4%	3%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	575	**	368	**	159	**	**	575	**	286	290	350	131	**	**
	83%	**	81%	**	88% b	**	**	83%	**	82%	85%	82%	83%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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 Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
Received a discount	63	**	30	22	56	8	**	17	26	20	30	34	27	20	8	8	47	17
	9%	**	10%	9%	9%	9%	**	10%	8%	10%	9%	10%	12%	9%	7%	7%	10%	7%
Added extra or improved services	45	**	27	12	43	2	**	16	22	8	21	24	14	13	9	9	27	19
	7%	**	9%	5%	7%	2%	**	9%	7%	4%	6%	7%	6%	6%	8%	8%	6%	8%
			ce		e			c	c									
Reduced or downgraded services	28	**	13	10	24	4	**	6	15	8	14	14	12	8	5	3	20	8
	4%	**	4%	4%	4%	5%	**	3%	5%	4%	4%	4%	5%	4%	5%	3%	4%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	115	**	58	35	102	13	**	32	53	31	52	62	40	36	20	19	76	38
	17%	**	19%	15%	17%	15%	**	18%	17%	15%	16%	18%	18%	16%	18%	15%	17%	16%
ALL 3 CHANGES	2	**	1	1	2	-	**	-	1	1	2	*	2	-	*	-	2	*
	*%	**	*%	*%	*%	-%	**	-%	*%	*%	*%	*%	1%	-%	*%	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	13	**	7	4	12	*	**	6	4	3	5	8	5	4	1	2	9	3
	2%	**	2%	2%	2%	*%	**	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%
DISCOUNT AND REDUCED SERVICES	5	**	3	2	5	*	**	1	4	*	3	2	3	1	*	-	5	*
	1%	**	1%	1%	1%	1%	**	*%	1%	*%	1%	1%	2%	1%	*%	-%	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	-	1	-	**	1	-	-	1	-	-	-	1	-	-	1
	*%	**	*%	-%	*%	-%	**	*%	-%	-%	*%	-%	-%	-%	1%	-%	-%	*%
DISCOUNT ONLY	43	**	19	15	36	7	**	11	17	16	20	24	16	15	6	6	31	12
	6%	**	6%	6%	6%	8%	**	6%	5%	8%	6%	7%	7%	7%	6%	5%	7%	5%
EXTRA SERVICES ONLY	30	**	19	6	28	2	**	10	16	4	14	16	7	9	7	7	16	14
	4%	**	6%	3%	5%	2%	**	6%	5%	2%	4%	5%	3%	4%	7%	6%	3%	6%
			ce					c	c						a			a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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 Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
REDUCED SERVICES ONLY	21	**	9	7	17	4	**	4	10	6	8	12	7	7	4	3	14	7
	3%	**	3%	3%	3%	4%	**	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	575	**	251	202	498	76	**	141	259	173	283	292	188	191	92	105	378	197
	83%	**	81%	85%	83%	85%	**	82%	83%	85%	84%	82%	82%	84%	82%	85%	83%	84%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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 Pay TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1176	1038	138	983	97	72	24
Effective Weighted Sample	1089	961	128	910	92	66	22
Total	690	610	79	580	56	41	14
Received a discount	63	57	6	59	**	**	**
	9%	9%	8%	10%	**	**	**
Added extra or improved services	45	37	8	42	**	**	**
	7%	6%	10%	7%	**	**	**
			a				
Reduced or downgraded services	28	23	5	26	**	**	**
	4%	4%	6%	4%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	115	96	18	107	**	**	**
	17%	16%	23%	18%	**	**	**
			a				
ALL 3 CHANGES	2	2	-	2	**	**	**
	*%	*%	-%	*%	**	**	**
DISCOUNT AND EXTRA SERVICES	13	12	1	11	**	**	**
	2%	2%	2%	2%	**	**	**
DISCOUNT AND REDUCED SERVICES	5	5	-	5	**	**	**
	1%	1%	-%	1%	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	1	**	**	**
	*%	*%	-%	*%	**	**	**
DISCOUNT ONLY	43	39	5	41	**	**	**
	6%	6%	6%	7%	**	**	**
EXTRA SERVICES ONLY	30	23	7	29	**	**	**
	4%	4%	9%	5%	**	**	**
			a				

Columns Tested: 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 Pay TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1176	1038	138	983	97	72	24
Effective Weighted Sample	1089	961	128	910	92	66	22
Total	690	610	79	580	56	41	14
REDUCED SERVICES ONLY	21	16	5	18	**	**	**
	3%	3%	6%	3%	**	**	**
			a				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	575	514	61	473	**	**	**
	83%	84%	77%	82%	**	**	**
		b					

Columns Tested: 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 Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	1176	303	873	330	846	670	93	110	303	662	514	90	54	-	-	-	-
Effective Weighted Sample	1089	274	816	299	790	628	87	101	274	616	473	83	49	-	-	-	-
Total	690	180	510	197	493	393	49	67	180	389	301	55	32	-	-	-	-
Received a discount	16	3	13	3	13	10	**	*	3	12	3	**	**	**	**	**	**
	2%	2%	2%	2%	3%	3%	**	1%	2%	3%	1%	**	**	**	**	**	**
										b							
Added extra or improved services	10	3	7	3	7	5	**	1	3	6	4	**	**	**	**	**	**
	1%	1%	1%	1%	1%	1%	**	1%	1%	2%	1%	**	**	**	**	**	**
Reduced or downgraded services	2	1	1	1	1	1	**	-	1	2	1	**	**	**	**	**	**
	*%	1%	*%	1%	*%	*%	**	-%	1%	*%	*%	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	26	5	21	5	21	16	**	1	5	18	7	**	**	**	**	**	**
	4%	3%	4%	3%	4%	4%	**	2%	3%	5%	2%	**	**	**	**	**	**
										b							
DISCOUNT AND EXTRA SERVICES	2	1	*	1	*	*	**	-	1	1	*	**	**	**	**	**	**
	*%	1%	*%	1%	*%	*%	**	-%	1%	*%	*%	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	*	*	-	*	-	-	**	-	*	-	*	**	**	**	**	**	**
	*%	*%	-%	*%	-%	-%	**	-%	*%	-%	*%	**	**	**	**	**	**
DISCOUNT ONLY	13	1	12	1	12	10	**	*	1	11	3	**	**	**	**	**	**
	2%	1%	2%	1%	2%	3%	**	1%	1%	3%	1%	**	**	**	**	**	**
					a					b							
EXTRA SERVICES ONLY	8	1	7	1	7	5	**	1	1	4	4	**	**	**	**	**	**
	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	**	**	**	**	**	**
REDUCED SERVICES ONLY	2	1	1	1	1	1	**	-	1	2	*	**	**	**	**	**	**
	*%	*%	*%	*%	*%	*%	**	-%	*%	*%	*%	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	664	175	489	192	472	377	**	66	175	371	293	**	**	**	**	**	**
	96%	97%	96%	97%	96%	96%	**	98%	97%	95%	98%	**	**	**	**	**	**
											a						

Columns Tested: a,b - a,b - a,b,c,d - 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 Pay TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	~b	a	b	a	b	~c	~d
Unweighted total	1176	66	780	24	306	14	76	1176	-	556	620	722	268	99	49
Effective Weighted Sample	1089	61	729	22	278	12	71	1089	-	523	570	669	248	91	46
Total	690	39	454	15	181	10	45	690	-	350	340	424	157	57	26
Received a discount	16	**	11	**	3	**	**	16	**	9	7	11	2	**	**
	2%	**	2%	**	2%	**	**	2%	**	3%	2%	3%	1%	**	**
Added extra or improved services	10	**	7	**	2	**	**	10	**	7	3	6	3	**	**
	1%	**	2%	**	1%	**	**	1%	**	2%	1%	1%	2%	**	**
Reduced or downgraded services	2	**	1	**	1	**	**	2	**	2	1	2	-	**	**
	*%	**	*%	**	1%	**	**	*%	**	*%	*%	1%	-%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	26	**	19	**	4	**	**	26	**	16	10	18	5	**	**
	4%	**	4%	**	2%	**	**	4%	**	5%	3%	4%	3%	**	**
DISCOUNT AND EXTRA SERVICES	2	**	-	**	1	**	**	2	**	1	1	2	-	**	**
	*%	**	-%	**	1%	**	**	*%	**	*%	*%	*%	-%	**	**
					b										
DISCOUNT AND REDUCED SERVICES	*	**	-	**	*	**	**	*	**	*	-	*	-	**	**
	*%	**	-%	**	*%	**	**	*%	**	*%	-%	*%	-%	**	**
DISCOUNT ONLY	13	**	11	**	1	**	**	13	**	7	6	9	2	**	**
	2%	**	2%	**	1%	**	**	2%	**	2%	2%	2%	1%	**	**
EXTRA SERVICES ONLY	8	**	7	**	*	**	**	8	**	6	2	4	3	**	**
	1%	**	2%	**	*%	**	**	1%	**	2%	1%	1%	2%	**	**
REDUCED SERVICES ONLY	2	**	1	**	1	**	**	2	**	1	1	2	-	**	**
	*%	**	*%	**	*%	**	**	*%	**	*%	*%	*%	-%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	664	**	435	**	177	**	**	664	**	334	330	407	152	**	**
	96%	**	96%	**	98%	**	**	96%	**	95%	97%	96%	97%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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 Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
Received a discount	16	**	7	4	14	2	**	4	7	5	8	7	2	6	4	4	8	8
	2%	**	2%	2%	2%	2%	**	2%	2%	2%	2%	2%	1%	3% a	4% a	3% a	2%	3%
Added extra or improved services	10	**	5	3	8	2	**	2	5	3	4	6	2	4	2	2	6	4
	1%	**	1%	1%	1%	2%	**	1%	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%
Reduced or downgraded services	2	**	1	*	2	1	**	1	*	1	1	1	1	-	2	-	1	2
	*%	**	*%	*%	*%	1%	**	*%	*%	1%	*%	*%	*%	-%	1% b	-%	*%	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	26	**	12	8	22	3	**	6	11	8	12	14	4	10	6	5	15	11
	4%	**	4%	3%	4%	4%	**	4%	4%	4%	4%	4%	2%	4%	6% a	4%	3%	5%
DISCOUNT AND EXTRA SERVICES	2	**	1	-	1	1	**	*	1	1	1	*	-	-	1	*	-	2
	*%	**	*%	-%	*%	1%	**	*%	*%	*%	*%	*%	-%	-%	1% ab	*%	-%	1% a
DISCOUNT AND REDUCED SERVICES	*	**	-	-	-	*	**	-	-	*	*	-	-	-	*	-	-	*
	*%	**	-%	-%	-%	*% d	**	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%
DISCOUNT ONLY	13	**	6	4	13	1	**	3	6	4	7	7	2	6	3	3	8	6
	2%	**	2%	2%	2%	1%	**	2%	2%	2%	2%	2%	1%	3% a	2%	3%	2%	2%
EXTRA SERVICES ONLY	8	**	3	3	7	1	**	2	4	2	3	5	2	4	*	1	6	2
	1%	**	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%
REDUCED SERVICES ONLY	2	**	1	*	2	*	**	1	*	1	1	1	1	-	1	-	1	1
	*%	**	*%	*%	*%	*%	**	*%	*%	*%	*%	*%	*%	-%	1% b	-%	*%	1%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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 Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	664	**	297	229	577	85	**	167	300	196	324	340	223	217	105	119	440	224
	96%	**	96%	97%	96%	96%	**	96%	96%	96%	96%	96%	98% c	96%	94%	96%	97%	95%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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 Pay TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1176	1038	138	983	97	72	24
Effective Weighted Sample	1089	961	128	910	92	66	22
Total	690	610	79	580	56	41	14
Received a discount	16	12	4	9	**	**	**
	2%	2%	4%	2%	**	**	**
Added extra or improved services	10	8	2	10	**	**	**
	1%	1%	2%	2%	**	**	**
Reduced or downgraded services	2	2	1	2	**	**	**
	*%	*%	1%	*%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	26	20	6	19	**	**	**
	4%	3%	7%	3%	**	**	**
			a				
DISCOUNT AND EXTRA SERVICES	2	2	-	1	**	**	**
	*%	*%	-%	*%	**	**	**
DISCOUNT AND REDUCED SERVICES	*	-	*	*	**	**	**
	*%	-%	*%	*%	**	**	**
			a				
DISCOUNT ONLY	13	10	3	7	**	**	**
	2%	2%	4%	1%	**	**	**
EXTRA SERVICES ONLY	8	7	2	8	**	**	**
	1%	1%	2%	1%	**	**	**
REDUCED SERVICES ONLY	2	2	*	2	**	**	**
	*%	*%	1%	*%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	664	590	74	560	**	**	**
	96%	97%	93%	97%	**	**	**
		b					

Columns Tested: 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	a	b	~c	~d
Unweighted total	1879	303	873	330	846	670	93	110	1006	662	514	90	54	253	450	33	23
Effective Weighted Sample	1711	274	816	299	790	628	87	101	898	616	473	83	49	226	400	30	21
Total	1125	180	510	197	493	393	49	67	615	389	301	55	32	159	276	21	14
Discussed deals or offers with any other provider	67	10	49	10	49	41	**	3	17	40	19	**	**	4	3	**	**
	6%	5%	10%	5%	10%	10%	**	5%	3%	10%	6%	**	**	3%	1%	**	**
			a		a	d				b							
Looked at deals or offers from any other provider	119	19	80	20	78	64	**	7	40	63	35	**	**	12	9	**	**
	11%	10%	16%	10%	16%	16%	**	11%	6%	16%	12%	**	**	8%	3%	**	**
			a		a	d				b				b			
Talked with friends or family for recommendations about providers	106	18	52	20	51	42	**	6	54	43	28	**	**	15	21	**	**
	9%	10%	10%	10%	10%	11%	**	9%	9%	11%	9%	**	**	9%	8%	**	**
None of these	892	143	363	157	349	275	**	52	529	274	232	**	**	138	248	**	**
	79%	80%	71%	80%	71%	70%	**	78%	86%	70%	77%	**	**	87%	90%	**	**
		b		b					ac		a						

Columns Tested: a,b - a,b - a,b,c,d - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	b	a	b	a	b	~c	~d
Unweighted total	1879	66	780	24	306	14	76	1176	703	742	1137	722	268	99	49
Effective Weighted Sample	1711	61	729	22	278	12	71	1089	625	695	1017	669	248	91	46
Total	1125	39	454	15	181	10	45	690	435	470	655	424	157	57	26
Discussed deals or offers with any other provider	67	**	41	**	8	**	**	59	8	36	31	37	14	**	**
	6%	**	9%	**	4%	**	**	9%	2%	8%	5%	9%	9%	**	**
			d					b		b					
Looked at deals or offers from any other provider	119	**	68	**	15	**	**	98	21	76	44	56	26	**	**
	11%	**	15%	**	9%	**	**	14%	5%	16%	7%	13%	17%	**	**
			d					b		b					
Talked with friends or family for recommendations about providers	106	**	49	**	19	**	**	70	36	47	59	49	13	**	**
	9%	**	11%	**	10%	**	**	10%	8%	10%	9%	12%	8%	**	**
None of these	892	**	324	**	148	**	**	506	386	342	550	310	115	**	**
	79%	**	71%	**	82%	**	**	73%	89%	73%	84%	73%	73%	**	**
					b				a		a				

Columns Tested: a,b,c,d - a,b - a,b - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Discussed deals or offers with any other provider	67	7	31	21	59	7	2	22	25	19	29	37	26	13	8	19	40	27
	6%	9%	7%	6%	7%	3%	2%	9%	6%	5%	5%	7%	8%	4%	4%	6%	6%	6%
		ef	ef	ef	ef			c					bc					
Looked at deals or offers from any other provider	119	7	69	35	112	7	2	32	63	24	68	51	49	32	18	21	81	39
	11%	10%	15%	10%	13%	3%	2%	13%	14%	6%	12%	9%	15%	10%	9%	7%	13%	8%
		ef	cef	ef	ef			c	c		b		bcd				b	
Talked with friends or family for recommendations about providers	106	6	59	30	95	11	6	31	51	24	53	53	32	32	15	27	64	42
	9%	9%	13%	8%	11%	5%	6%	12%	11%	6%	10%	9%	10%	10%	8%	9%	10%	9%
			cef	e	ef			c	c									
None of these	892	57	329	297	684	206	96	187	337	366	429	463	242	256	156	238	498	394
	79%	78%	72%	82%	76%	91%	92%	73%	75%	88%	77%	81%	75%	79%	83%	81%	77%	82%
				bd	b	abcd	abcd			ab					a	a		a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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. SHOWCARD Thinking about other providers for your (SERVICE/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
Discussed deals or offers with any other provider	67	61	6	56	7	**	**
	6%	6%	4%	6%	7%	**	**
Looked at deals or offers from any other provider	119	107	12	105	8	**	**
	11%	11%	9%	11%	8%	**	**
Talked with friends or family for recommendations about providers	106	96	11	79	11	**	**
	9%	10%	8%	8%	11%	**	**
None of these	892	782	110	757	78	**	**
	79%	79%	82%	80%	78%	**	**

Columns Tested: 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. SHOWCARD 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 TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	a	b	~c	~d
Unweighted total	1879	303	873	330	846	670	93	110	1006	662	514	90	54	253	450	33	23
Effective Weighted Sample	1711	274	816	299	790	628	87	101	898	616	473	83	49	226	400	30	21
Total	1125	180	510	197	493	393	49	67	615	389	301	55	32	159	276	21	14
Agree strongly	350	51	107	56	101	80	**	14	243	87	71	**	**	72	120	**	**
	31%	28%	21%	29%	21%	20%	**	21%	40%	22%	24%	**	**	45%	44%	**	**
		b		b					ac								
Agree slightly	270	42	170	46	166	137	**	20	100	129	84	**	**	26	31	**	**
	24%	23%	33%	23%	34%	35%	**	30%	16%	33%	28%	**	**	16%	11%	**	**
			a		a	d		d									
Disagree slightly	133	26	77	29	75	54	**	14	56	65	39	**	**	16	13	**	**
	12%	15%	15%	14%	15%	14%	**	21%	9%	17%	13%	**	**	10%	5%	**	**
						d		d						b			
Disagree strongly	153	29	74	31	73	60	**	6	79	65	38	**	**	17	32	**	**
	14%	16%	15%	16%	15%	15%	**	10%	13%	17%	13%	**	**	11%	12%	**	**
Don't know	219	31	82	35	78	62	**	13	137	44	69	**	**	28	78	**	**
	19%	17%	16%	18%	16%	16%	**	19%	22%	11%	23%	**	**	18%	28%	**	**
									a		a				a		
TOTAL AGREE	620	93	277	102	268	217	**	34	343	215	155	**	**	98	152	**	**
	55%	52%	54%	52%	54%	55%	**	51%	56%	55%	51%	**	**	61%	55%	**	**
TOTAL DISAGREE	286	56	151	59	148	114	**	20	135	130	77	**	**	33	46	**	**
	25%	31%	30%	30%	30%	29%	**	30%	22%	33%	26%	**	**	21%	17%	**	**
						d				b							

Columns Tested: a,b - a,b - a,b,c,d - 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. SHOWCARD 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 TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	b	a	b	a	b	~c	~d
Unweighted total	1879	66	780	24	306	14	76	1176	703	742	1137	722	268	99	49
Effective Weighted Sample	1711	61	729	22	278	12	71	1089	625	695	1017	669	248	91	46
Total	1125	39	454	15	181	10	45	690	435	470	655	424	157	57	26
Agree strongly	350	**	91	**	52	**	**	158	192	143	207	95	38	**	**
	31%	**	20%	**	29%	**	**	23%	44%	31%	32%	22%	24%	**	**
					b				a						
Agree slightly	270	**	153	**	43	**	**	212	57	120	149	133	46	**	**
	24%	**	34%	**	24%	**	**	31%	13%	26%	23%	31%	29%	**	**
			d					b							
Disagree slightly	133	**	71	**	27	**	**	104	29	64	69	63	22	**	**
	12%	**	16%	**	15%	**	**	15%	7%	14%	11%	15%	14%	**	**
								b							
Disagree strongly	153	**	66	**	25	**	**	104	49	71	82	65	28	**	**
	14%	**	15%	**	14%	**	**	15%	11%	15%	13%	15%	18%	**	**
								b							
Don't know	219	**	73	**	33	**	**	113	106	72	148	69	23	**	**
	19%	**	16%	**	18%	**	**	16%	24%	15%	23%	16%	14%	**	**
									a		a				
TOTAL AGREE	620	**	244	**	96	**	**	370	250	264	356	228	84	**	**
	55%	**	54%	**	53%	**	**	54%	57%	56%	54%	54%	54%	**	**
TOTAL DISAGREE	286	**	137	**	52	**	**	207	79	134	152	128	50	**	**
	25%	**	30%	**	29%	**	**	30%	18%	29%	23%	30%	32%	**	**
								b		b					

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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 TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1879	104	630	647	1381	495	215	357	688	831	877	1002	473	565	387	454	1038	841
Effective Weighted Sample	1711	99	602	598	1283	457	200	340	641	758	799	916	447	523	353	409	964	747
Total	1125	73	461	362	896	227	104	258	448	417	554	571	320	323	189	293	643	481
Agree strongly	350	20	119	112	251	98	44	71	121	157	173	177	93	99	60	98	192	158
	31%	27%	26%	31%	28%	43%	42%	28%	27%	38%	31%	31%	29%	31%	32%	33%	30%	33%
				b		abcd	abcd			ab								
Agree slightly	270	21	134	77	232	36	16	68	127	73	138	132	82	89	44	55	170	99
	24%	29%	29%	21%	26%	16%	15%	26%	28%	18%	25%	23%	25%	27%	24%	19%	26%	21%
		ef	cef	e	cef			c	c				d	d			b	
Disagree slightly	133	8	69	45	122	11	4	37	63	33	65	68	41	52	18	22	93	40
	12%	11%	15%	13%	14%	5%	4%	14%	14%	8%	12%	12%	13%	16%	9%	8%	14%	8%
		ef	ef	ef	ef			c	c				d	cd			b	
Disagree strongly	153	10	68	52	131	22	8	36	64	53	83	70	51	31	29	42	82	71
	14%	14%	15%	14%	15%	10%	8%	14%	14%	13%	15%	12%	16%	10%	16%	14%	13%	15%
			ef	ef	ef								b		b	b		
Don't know	219	15	70	76	160	59	32	46	72	102	94	125	54	52	37	76	107	113
	19%	20%	15%	21%	18%	26%	31%	18%	16%	24%	17%	22%	17%	16%	20%	26%	17%	23%
				b		bcd	abcd			ab		a				abc		a
TOTAL AGREE	620	41	253	189	483	135	60	139	249	230	311	308	175	187	105	153	362	258
	55%	56%	55%	52%	54%	59%	57%	54%	56%	55%	56%	54%	55%	58%	55%	52%	56%	54%
						cd												
TOTAL DISAGREE	286	18	138	97	253	33	12	73	127	86	148	138	92	83	47	64	175	111
	25%	24%	30%	27%	28%	15%	11%	28%	28%	20%	27%	24%	29%	26%	25%	22%	27%	23%
		ef	ef	ef	ef			c	c				d				b	

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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. SHOWCARD 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 TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1879	1638	241	1570	172	97	40
Effective Weighted Sample	1711	1492	220	1431	156	88	36
Total	1125	990	135	942	101	59	23
Agree strongly	350	302	48	290	39	**	**
	31%	31%	35%	31%	39%	**	**
					a		
Agree slightly	270	245	25	233	17	**	**
	24%	25%	18%	25%	17%	**	**
		b		b			
Disagree slightly	133	115	18	116	10	**	**
	12%	12%	14%	12%	10%	**	**
Disagree strongly	153	136	16	128	11	**	**
	14%	14%	12%	14%	11%	**	**
Don't know	219	192	28	175	23	**	**
	19%	19%	21%	19%	23%	**	**
TOTAL AGREE	620	547	72	523	56	**	**
	55%	55%	54%	55%	56%	**	**
TOTAL DISAGREE	286	251	35	244	22	**	**
	25%	25%	26%	26%	21%	**	**

Columns Tested: 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. SHOWCARD 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 : All responsible for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	~b	c	d	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	1176	303	873	330	846	670	93	110	303	662	514	90	54	-	-	-	-
Effective Weighted Sample	1089	274	816	299	790	628	87	101	274	616	473	83	49	-	-	-	-
Total	690	180	510	197	493	393	49	67	180	389	301	55	32	-	-	-	-
Yes - in the last 6 months	20	4	15	4	15	12	**	2	4	20	-	**	**	**	**	**	**
	3%	2%	3%	2%	3%	3%	**	3%	2%	5%	-%	**	**	**	**	**	**
										b							
Yes - 7 to 12 months ago	35	10	25	11	24	19	**	3	10	35	-	**	**	**	**	**	**
	5%	6%	5%	6%	5%	5%	**	4%	6%	9%	-%	**	**	**	**	**	**
										b							
Yes - 13 to 18 months ago	22	5	17	5	17	12	**	2	5	22	-	**	**	**	**	**	**
	3%	3%	3%	3%	3%	3%	**	3%	3%	6%	-%	**	**	**	**	**	**
										b							
Yes - 1.5 to 2 years ago	31	2	29	5	26	20	**	8	2	31	-	**	**	**	**	**	**
	4%	1%	6%	2%	5%	5%	**	12%	1%	8%	-%	**	**	**	**	**	**
			a		a	d		ad		b							
Yes - 2 to 3 years ago	60	12	47	14	46	35	**	6	12	60	-	**	**	**	**	**	**
	9%	7%	9%	7%	9%	9%	**	9%	7%	15%	-%	**	**	**	**	**	**
										b							
Yes - More than 3 years ago	222	50	172	52	170	137	**	16	50	222	-	**	**	**	**	**	**
	32%	28%	34%	27%	34%	35%	**	24%	28%	57%	-%	**	**	**	**	**	**
					a	cd				b							
No - never changed provider	301	95	206	106	195	159	**	30	95	-	301	**	**	**	**	**	**
	44%	53%	40%	54%	40%	40%	**	45%	53%	-%	100%	**	**	**	**	**	**
		b		b					a		a						

Columns Tested: a,b - a,b - a,b,c,d - 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. SHOWCARD 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 : All responsible for the household's Pay TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	b	~c	d	~a	~b	a	~b	a	b	a	b	~c	~d
Unweighted total	1176	66	780	24	306	14	76	1176	-	556	620	722	268	99	49
Effective Weighted Sample	1089	61	729	22	278	12	71	1089	-	523	570	669	248	91	46
Total	690	39	454	15	181	10	45	690	-	350	340	424	157	57	26
Yes - in the last 6 months	20	**	-	**	-	**	**	20	**	10	9	8	5	**	**
	3%	**	-%	**	-%	**	**	3%	**	3%	3%	2%	3%	**	**
Yes - 7 to 12 months ago	35	**	-	**	-	**	**	35	**	21	14	17	9	**	**
	5%	**	-%	**	-%	**	**	5%	**	6%	4%	4%	5%	**	**
Yes - 13 to 18 months ago	22	**	17	**	5	**	**	22	**	11	10	12	6	**	**
	3%	**	4%	**	3%	**	**	3%	**	3%	3%	3%	4%	**	**
Yes - 1.5 to 2 years ago	31	**	26	**	5	**	**	31	**	18	13	16	8	**	**
	4%	**	6%	**	3%	**	**	4%	**	5%	4%	4%	5%	**	**
			d												
Yes - 2 to 3 years ago	60	**	46	**	14	**	**	60	**	29	31	34	12	**	**
	9%	**	10%	**	8%	**	**	9%	**	8%	9%	8%	7%	**	**
Yes - More than 3 years ago	222	**	170	**	52	**	**	222	**	113	109	131	61	**	**
	32%	**	37%	**	29%	**	**	32%	**	32%	32%	31%	39%	**	**
			d										a		
No - never changed provider	301	**	195	**	106	**	**	301	**	148	153	207	57	**	**
	44%	**	43%	**	58%	**	**	44%	**	42%	45%	49%	36%	**	**
					b							b			

Columns Tested: a,b,c,d - a,b - a,b - 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. SHOWCARD 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 : All responsible for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
Yes - in the last 6 months	20	**	10	5	18	2	**	7	9	4	6	14	3	6	6	6	9	11
	3%	**	3%	2%	3%	2%	**	4%	3%	2%	2%	4%	1%	3%	5%	5%	2%	5%
												a			a	a		a
Yes - 7 to 12 months ago	35	**	19	11	33	2	**	11	17	7	15	20	11	12	4	9	23	12
	5%	**	6%	4%	5%	2%	**	6%	5%	4%	4%	6%	5%	5%	3%	7%	5%	5%
			e		e													
Yes - 13 to 18 months ago	22	**	17	3	21	1	**	9	12	1	14	8	7	9	2	3	16	6
	3%	**	5%	1%	3%	1%	**	5%	4%	1%	4%	2%	3%	4%	2%	3%	4%	2%
			ce		c			c	c		b							
Yes - 1.5 to 2 years ago	31	**	17	8	28	3	**	9	15	7	14	17	9	13	5	4	22	9
	4%	**	6%	4%	5%	3%	**	5%	5%	3%	4%	5%	4%	6%	5%	3%	5%	4%
Yes - 2 to 3 years ago	60	**	33	18	54	5	**	16	29	15	24	36	14	26	12	7	40	19
	9%	**	11%	7%	9%	6%	**	9%	9%	7%	7%	10%	6%	12%	10%	6%	9%	8%
														ad				
Yes - More than 3 years ago	222	**	94	88	192	30	**	43	107	72	117	105	79	75	33	35	154	68
	32%	**	31%	37%	32%	33%	**	25%	34%	35%	35%	30%	35%	33%	30%	28%	34%	29%
				b					a	a								
No - never changed provider	301	**	120	105	254	46	**	79	123	98	146	155	105	86	50	60	191	110
	44%	**	39%	44%	42%	52%	**	46%	40%	48%	44%	44%	46%	38%	45%	49%	42%	47%
						bd				b			b			b		

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

Q28. SHOWCARD 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 : All responsible for the household's Pay TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1176	1038	138	983	97	72	24
Effective Weighted Sample	1089	961	128	910	92	66	22
Total	690	610	79	580	56	41	14
Yes - in the last 6 months	20	19	1	19	**	**	**
	3%	3%	1%	3%	**	**	**
Yes - 7 to 12 months ago	35	27	8	29	**	**	**
	5%	4%	10%	5%	**	**	**
			a				
Yes - 13 to 18 months ago	22	18	4	20	**	**	**
	3%	3%	5%	4%	**	**	**
Yes - 1.5 to 2 years ago	31	30	1	27	**	**	**
	4%	5%	1%	5%	**	**	**
		b					
Yes - 2 to 3 years ago	60	53	7	46	**	**	**
	9%	9%	9%	8%	**	**	**
Yes - More than 3 years ago	222	203	19	188	**	**	**
	32%	33%	24%	32%	**	**	**
		b					
No - never changed provider	301	261	40	250	**	**	**
	44%	43%	50%	43%	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 changed supplier in the last 12 months for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	90	23	67	24	66	53	8	6	23	90	-	90	54	-	-	-	-
Effective Weighted Sample	83	21	62	22	61	50	7	6	21	83	-	83	49	-	-	-	-
Total	55	15	40	15	39	31	5	5	15	55	-	55	32	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 changed supplier in the last 12 months for the household's Pay TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	90	66	-	24	-	14	76	90	-	49	41	43	19	13	6
Effective Weighted Sample	83	61	-	22	-	12	71	83	-	45	38	40	18	12	6
Total	55	39	-	15	-	10	45	55	-	31	24	25	13	7	4
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 changed supplier in the last 12 months for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	90	9	40	32	81	9	3	25	41	24	33	57	19	29	20	22	48	42
Effective Weighted Sample	83	9	38	31	75	9	3	24	38	23	30	53	18	27	20	20	45	38
Total	55	6	29	16	51	4	1	18	26	11	21	33	14	17	9	14	31	23
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 changed supplier in the last 12 months for the household's Pay TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	90	75	15	79	6	5	-
Effective Weighted Sample	83	70	13	73	6	5	-
Total	55	45	9	48	4	3	-
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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.

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	90	23	67	24	66	53	8	6	23	90	-	90	54	-	-	-	-
Effective Weighted Sample	83	21	62	22	61	50	7	6	21	83	-	83	49	-	-	-	-
Total	55	15	40	15	39	31	5	5	15	55	-	55	32	-	-	-	-
No, did not receive any other services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	90	66	-	24	-	14	76	90	-	49	41	43	19	13	6
Effective Weighted Sample	83	61	-	22	-	12	71	83	-	45	38	40	18	12	6
Total	55	39	-	15	-	10	45	55	-	31	24	25	13	7	4
No, did not receive any other services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	90	9	40	32	81	9	3	25	41	24	33	57	19	29	20	22	48	42
Effective Weighted Sample	83	9	38	31	75	9	3	24	38	23	30	53	18	27	20	20	45	38
Total	55	6	29	16	51	4	1	18	26	11	21	33	14	17	9	14	31	23
No, did not receive any other services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (SUPPLIER)? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	90	75	15	79	6	5	-
Effective Weighted Sample	83	70	13	73	6	5	-
Total	55	45	9	48	4	3	-
No, did not receive any other services	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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.

Q32. SHOWCARD And was your previous main TV service...

Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	90	23	67	24	66	53	8	6	23	90	-	90	54	-	-	-	-
Effective Weighted Sample	83	21	62	22	61	50	7	6	21	83	-	83	49	-	-	-	-
Total	55	15	40	15	39	31	5	5	15	55	-	55	32	-	-	-	-
Sky TV (satellite TV, monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin TV (cable TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freeview (via TV aerial, free to view channels)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat (satellite TV, no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q32. SHOWCARD And was your previous main TV service...

Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	90	66	-	24	-	14	76	90	-	49	41	43	19	13	6
Effective Weighted Sample	83	61	-	22	-	12	71	83	-	45	38	40	18	12	6
Total	55	39	-	15	-	10	45	55	-	31	24	25	13	7	4
Sky TV (satellite TV, monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin TV (cable TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freeview (via TV aerial, free to view channels)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat (satellite TV, no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q32. SHOWCARD And was your previous main TV service...

Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	90	9	40	32	81	9	3	25	41	24	33	57	19	29	20	22	48	42
Effective Weighted Sample	83	9	38	31	75	9	3	24	38	23	30	53	18	27	20	20	45	38
Total	55	6	29	16	51	4	1	18	26	11	21	33	14	17	9	14	31	23
Sky TV (satellite TV, monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin TV (cable TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freeview (via TV aerial, free to view channels)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat (satellite TV, no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q32. SHOWCARD And was your previous main TV service...

Base : Those who have changed supplier in the last 12 months for the household's Pay TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	90	75	15	79	6	5	-
Effective Weighted Sample	83	70	13	73	6	5	-
Total	55	45	9	48	4	3	-
Sky TV (satellite TV, monthly subscription)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Virgin TV (cable TV)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Freeview (via TV aerial, free to view channels)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
BT TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Freesat (satellite TV, no monthly subscription)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
TalkTalk TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
EE TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Plusnet TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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. SHOWCARD 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 : All responsible for the household's Free TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	d	~a	~b	~c	~d	a	b	~c	~d
Unweighted total	703	-	-	-	-	-	-	-	703	-	-	-	-	253	450	33	23
Effective Weighted Sample	625	-	-	-	-	-	-	-	625	-	-	-	-	226	400	30	21
Total	435	-	-	-	-	-	-	-	435	-	-	-	-	159	276	21	14
Yes - in the last 6 months	9	**	**	**	**	**	**	**	9	**	**	**	**	9	-	**	**
	2%	**	**	**	**	**	**	**	2%	**	**	**	**	6% b	-%	**	**
Yes - 7 to 12 months ago	12	**	**	**	**	**	**	**	12	**	**	**	**	12	-	**	**
	3%	**	**	**	**	**	**	**	3%	**	**	**	**	7% b	-%	**	**
Yes - 13 to 18 months ago	4	**	**	**	**	**	**	**	4	**	**	**	**	4	-	**	**
	1%	**	**	**	**	**	**	**	1%	**	**	**	**	3% b	-%	**	**
Yes - 1.5 to 2 years ago	13	**	**	**	**	**	**	**	13	**	**	**	**	13	-	**	**
	3%	**	**	**	**	**	**	**	3%	**	**	**	**	8% b	-%	**	**
Yes - 2 to 3 years ago	24	**	**	**	**	**	**	**	24	**	**	**	**	24	-	**	**
	5%	**	**	**	**	**	**	**	5%	**	**	**	**	15% b	-%	**	**
Yes - More than 3 years ago	97	**	**	**	**	**	**	**	97	**	**	**	**	97	-	**	**
	22%	**	**	**	**	**	**	**	22%	**	**	**	**	61% b	-%	**	**
No - never changed provider	276	**	**	**	**	**	**	**	276	**	**	**	**	-	276	**	**
	63%	**	**	**	**	**	**	**	63%	**	**	**	**	-%	100% a	**	**

Columns Tested: a,b - a,b - a,b,c,d - 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. SHOWCARD 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 : All responsible for the household's Free TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	b	a	b	~a	~b	~c	~d
Unweighted total	703	-	-	-	-	-	-	-	703	186	517	-	-	-	-
Effective Weighted Sample	625	-	-	-	-	-	-	-	625	173	453	-	-	-	-
Total	435	-	-	-	-	-	-	-	435	120	315	-	-	-	-
Yes - in the last 6 months	9	**	**	**	**	**	**	**	9	5	4	**	**	**	**
	2%	**	**	**	**	**	**	**	2%	4% b	1%	**	**	**	**
Yes - 7 to 12 months ago	12	**	**	**	**	**	**	**	12	5	7	**	**	**	**
	3%	**	**	**	**	**	**	**	3%	4%	2%	**	**	**	**
Yes - 13 to 18 months ago	4	**	**	**	**	**	**	**	4	1	3	**	**	**	**
	1%	**	**	**	**	**	**	**	1%	1%	1%	**	**	**	**
Yes - 1.5 to 2 years ago	13	**	**	**	**	**	**	**	13	5	8	**	**	**	**
	3%	**	**	**	**	**	**	**	3%	4%	2%	**	**	**	**
Yes - 2 to 3 years ago	24	**	**	**	**	**	**	**	24	10	14	**	**	**	**
	5%	**	**	**	**	**	**	**	5%	9% b	4%	**	**	**	**
Yes - More than 3 years ago	97	**	**	**	**	**	**	**	97	38	59	**	**	**	**
	22%	**	**	**	**	**	**	**	22%	32% b	19%	**	**	**	**
No - never changed provider	276	**	**	**	**	**	**	**	276	55	221	**	**	**	**
	63%	**	**	**	**	**	**	**	63%	46%	70% a	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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. SHOWCARD 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 : All responsible for the household's Free TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	703	25	194	202	421	281	139	106	195	401	335	368	141	173	146	243	314	389
Effective Weighted Sample	625	24	183	183	385	256	128	100	179	359	299	328	131	156	127	217	286	340
Total	435	20	151	125	296	138	70	84	136	214	218	217	93	96	77	169	189	246
Yes - in the last 6 months	9	**	3	4	9	1	-	2	3	4	5	4	3	2	2	3	5	4
	2%	**	2%	3%	3%	1%	-%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%
				ef	ef													
Yes - 7 to 12 months ago	12	**	7	3	10	2	-	3	5	4	7	5	1	2	2	6	3	9
	3%	**	5%	2%	3%	1%	-%	3%	4%	2%	3%	2%	1%	2%	3%	4%	2%	3%
			ef		f													
Yes - 13 to 18 months ago	4	**	1	2	4	1	*	1	1	2	1	4	1	2	2	-	3	2
	1%	**	1%	1%	1%	1%	*%	1%	1%	1%	*%	2%	1%	2%	2%	-%	1%	1%
														d	d			
Yes - 1.5 to 2 years ago	13	**	8	3	10	3	1	3	5	5	8	5	2	2	4	5	4	9
	3%	**	5%	2%	4%	2%	1%	3%	4%	2%	4%	2%	2%	2%	5%	3%	2%	4%
			e															
Yes - 2 to 3 years ago	24	**	13	4	19	5	2	10	7	7	13	11	3	4	3	13	7	16
	5%	**	9%	3%	6%	3%	3%	11%	5%	3%	6%	5%	3%	4%	4%	8%	4%	7%
			cef					c										
Yes - More than 3 years ago	97	**	36	29	67	29	12	20	27	49	45	52	29	21	13	34	50	47
	22%	**	24%	24%	23%	21%	17%	24%	20%	23%	21%	24%	31%	22%	17%	20%	26%	19%
													cd				b	
No - never changed provider	276	**	84	80	177	98	55	45	87	143	139	137	54	64	51	107	117	158
	63%	**	55%	64%	60%	71%	79%	54%	64%	67%	64%	63%	58%	66%	66%	64%	62%	64%
						bd	bcd			a								

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

Q28. SHOWCARD 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 : All responsible for the household's Free TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	703	600	103	587	75	25	16
Effective Weighted Sample	625	534	93	524	65	23	14
Total	435	380	55	362	45	18	10
Yes - in the last 6 months	9	8	2	9	**	**	**
	2%	2%	3%	3%	**	**	**
Yes - 7 to 12 months ago	12	10	2	10	**	**	**
	3%	3%	3%	3%	**	**	**
Yes - 13 to 18 months ago	4	3	1	4	**	**	**
	1%	1%	2%	1%	**	**	**
Yes - 1.5 to 2 years ago	13	13	-	10	**	**	**
	3%	3%	-%	3%	**	**	**
Yes - 2 to 3 years ago	24	21	3	19	**	**	**
	5%	6%	5%	5%	**	**	**
Yes - More than 3 years ago	97	82	15	79	**	**	**
	22%	22%	27%	22%	**	**	**
No - never changed provider	276	243	33	231	**	**	**
	63%	64%	59%	64%	**	**	**

Columns Tested: 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 changed supplier in the last 12 months for the household's Free TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	33	-	-	-	-	-	-	-	33	-	-	-	-	33	-	33	23
Effective Weighted Sample	30	-	-	-	-	-	-	-	30	-	-	-	-	30	-	30	21
Total	21	-	-	-	-	-	-	-	21	-	-	-	-	21	-	21	14
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - 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 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 changed supplier in the last 12 months for the household's Free TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	33	-	-	-	-	-	-	-	33	15	18	-	-	-	-
Effective Weighted Sample	30	-	-	-	-	-	-	-	30	14	16	-	-	-	-
Total	21	-	-	-	-	-	-	-	21	10	11	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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 changed supplier in the last 12 months for the household's Free TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	33	2	13	13	28	5	-	7	11	15	18	15	5	6	8	14	11	22
Effective Weighted Sample	30	2	12	12	26	5	-	7	10	14	17	14	5	6	8	12	10	20
Total	21	2	10	7	19	2	-	5	8	8	12	9	4	4	4	9	8	13
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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 changed supplier in the last 12 months for the household's Free TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	33	27	6	31	2	-	-
Effective Weighted Sample	30	25	5	28	2	-	-
Total	21	17	3	20	1	-	-
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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.

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to SUPPLIER? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's Free TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	33	-	-	-	-	-	-	-	33	-	-	-	-	33	-	33	23
Effective Weighted Sample	30	-	-	-	-	-	-	-	30	-	-	-	-	30	-	30	21
Total	21	-	-	-	-	-	-	-	21	-	-	-	-	21	-	21	14
No, did not receive any other services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to SUPPLIER? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's Free TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	33	-	-	-	-	-	-	-	33	15	18	-	-	-	-
Effective Weighted Sample	30	-	-	-	-	-	-	-	30	14	16	-	-	-	-
Total	21	-	-	-	-	-	-	-	21	10	11	-	-	-	-
No, did not receive any other services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to SUPPLIER? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's Free TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	33	2	13	13	28	5	-	7	11	15	18	15	5	6	8	14	11	22
Effective Weighted Sample	30	2	12	12	26	5	-	7	10	14	17	14	5	6	8	12	10	20
Total	21	2	10	7	19	2	-	5	8	8	12	9	4	4	4	9	8	13
No, did not receive any other services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q30. SHOWCARD Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to SUPPLIER? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's Free TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	33	27	6	31	2	-	-
Effective Weighted Sample	30	25	5	28	2	-	-
Total	21	17	3	20	1	-	-
No, did not receive any other services	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Fixed broadband service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Mobile phone service	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

Columns Tested: 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.

Q32. SHOWCARD And was your previous main TV service...

Base : Those who have changed supplier in the last 12 months for the household's Free TV service

		PAY TV - SIMPLE		PAY TV - REGARD		SIMPLE BUNDLE TYPE				PAY TV SWITCH				FREE TV SWITCH			
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	TRIPLE	QUAD	OTHER	NONE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	33	-	-	-	-	-	-	-	33	-	-	-	-	33	-	33	23
Effective Weighted Sample	30	-	-	-	-	-	-	-	30	-	-	-	-	30	-	30	21
Total	21	-	-	-	-	-	-	-	21	-	-	-	-	21	-	21	14
Sky TV (satellite TV, monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat (satellite TV, no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin TV (cable TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
YouView (no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

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

Q32. SHOWCARD And was your previous main TV service...

Base : Those who have changed supplier in the last 12 months for the household's Free TV service

		BUNDLE/ NON BUNDLE SWITCH				SERVICES SWITCHED		MAIN TV		ANY OTT		MAIN PAY TV SUPPLIER			
	Total	BUNDLE SWITCH	BUNDLE NON	STAND-ALONE SWITCH	STAND-ALONE NON	SINGLE	MULT-IPLE	PAY TV	FREE TV	YES	NO	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	33	-	-	-	-	-	-	-	33	15	18	-	-	-	-
Effective Weighted Sample	30	-	-	-	-	-	-	-	30	14	16	-	-	-	-
Total	21	-	-	-	-	-	-	-	21	10	11	-	-	-	-
Sky TV (satellite TV, monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat (satellite TV, no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin TV (cable TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
YouView (no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q32. SHOWCARD And was your previous main TV service...

Base : Those who have changed supplier in the last 12 months for the household's Free TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted total	33	2	13	13	28	5	-	7	11	15	18	15	5	6	8	14	11	22
Effective Weighted Sample	30	2	12	12	26	5	-	7	10	14	17	14	5	6	8	12	10	20
Total	21	2	10	7	19	2	-	5	8	8	12	9	4	4	4	9	8	13
Sky TV (satellite TV, monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat (satellite TV, no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin TV (cable TV)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
YouView (no monthly subscription)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q32. SHOWCARD And was your previous main TV service...

Base : Those who have changed supplier in the last 12 months for the household's Free TV service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~a	~b	~c	~d
Unweighted total	33	27	6	31	2	-	-
Effective Weighted Sample	30	25	5	28	2	-	-
Total	21	17	3	20	1	-	-
Sky TV (satellite TV, monthly subscription)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Freesat (satellite TV, no monthly subscription)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Virgin TV (cable TV)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
EE TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
BT TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
YouView (no monthly subscription)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
TalkTalk TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1841	282	1559	378	1463	1099	742	191	126	1446	218	1476	188	1074	590	140
Effective Weighted Sample	1681	261	1422	349	1333	1002	679	174	115	1323	200	1350	173	984	539	129
Total	978	140	838	192	786	592	386	107	69	787	114	803	99	586	316	74
SWITCHED IN LAST 12 MONTHS	107	10	97	16	91	107	-	107	69	84	18	87	15	72	29	23
	11%	7%	12%	9%	12%	18%	-%	100%	100%	11%	15%	11%	15%	12%	9%	32%
			a			b		ab	ab		a					ab
CURRENTLY LOOKING FOR A NEW DEAL	32	7	25	9	23	21	11	4	3	28	2	29	1	24	6	4
	3%	5%	3%	5%	3%	4%	3%	4%	5%	4%	2%	4%	1%	4%	2%	6%
														b		b
NEITHER	843	124	719	168	675	469	375	-	-	679	95	691	82	493	281	48
	86%	89%	86%	88%	86%	79%	97%	-%	-%	86%	83%	86%	83%	84%	89%	65%
						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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	62	1579	159	1482	1054	587	173	115	252	843	278	817	624	471	83	50
Effective Weighted Sample	1681	57	1441	145	1352	962	536	158	106	235	789	259	765	585	439	78	47
Total	978	29	850	82	798	574	305	96	62	138	487	155	470	358	267	48	28
SWITCHED IN LAST 12 MONTHS	107	**	98	11	91	95	8	87	56	17	50	19	48	47	20	**	**
	11%	**	12%	14%	11%	17%	2%	91%	91%	12%	10%	12%	10%	13%	8%	**	**
						b		ab	ab					b			
CURRENTLY LOOKING FOR A NEW DEAL	32	**	26	5	24	21	8	3	3	6	15	7	14	13	8	**	**
	3%	**	3%	6%	3%	4%	3%	4%	5%	4%	3%	5%	3%	4%	3%	**	**
				b													
NEITHER	843	**	729	67	685	462	290	9	6	117	423	130	410	300	240	**	**
	86%	**	86%	82%	86%	80%	95%	9%	9%	85%	87%	84%	87%	84%	90%	**	**
						cd	acd								a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1841	197	338	27	19	1096	535	743	1098	660	670	93	195	225
Effective Weighted Sample	1681	182	318	25	17	1025	500	687	1007	588	628	87	178	208
Total	978	108	177	16	10	625	285	439	539	324	393	49	103	109
SWITCHED IN LAST 12 MONTHS	107	18	12	**	**	67	30	61	46	38	41	**	12	9
	11%	17%	7%	**	**	11%	11%	14%	9%	12%	10%	**	11%	8%
		b						b						
CURRENTLY LOOKING FOR A NEW DEAL	32	4	4	**	**	21	8	17	15	11	12	**	2	6
	3%	4%	2%	**	**	3%	3%	4%	3%	3%	3%	**	2%	5%
NEITHER	843	86	162	**	**	541	247	364	479	276	342	**	89	96
	86%	79%	91%	**	**	86%	87%	83%	89%	85%	87%	**	86%	88%
			a						a					

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

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1841	90	604	638	1332	505	224	320	685	832	862	979	476	577	381	407	1053	788
Effective Weighted Sample	1681	86	567	601	1233	484	212	301	632	781	781	905	444	534	364	376	968	729
Total	978	57	392	319	769	208	96	202	401	374	480	498	306	299	160	213	605	373
SWITCHED IN LAST 12 MONTHS	107	**	54	32	97	9	2	32	49	26	50	57	31	32	16	28	63	44
	11%	**	14%	10%	13%	4%	2%	16%	12%	7%	10%	11%	10%	11%	10%	13%	10%	12%
			cef	ef	ef			c	c									
CURRENTLY LOOKING FOR A NEW DEAL	32	**	9	13	27	5	4	9	9	14	15	17	9	6	10	7	15	17
	3%	**	2%	4%	3%	3%	4%	4%	2%	4%	3%	3%	3%	2%	6%	3%	2%	5%
															ab			a
NEITHER	843	**	329	276	649	193	90	163	344	335	415	428	266	262	137	179	528	316
	86%	**	84%	87%	84%	93%	94%	81%	86%	89%	87%	86%	87%	88%	85%	84%	87%	85%
						bcd	bcd		a	ab								

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1841	1573	268	1532	175	87	47
Effective Weighted Sample	1681	1439	243	1400	159	80	42
Total	978	845	133	820	89	46	24
SWITCHED IN LAST 12 MONTHS	107	91	16	93	10	**	**
	11%	11%	12%	11%	11%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	32	28	4	26	2	**	**
	3%	3%	3%	3%	2%	**	**
NEITHER	843	730	114	705	77	**	**
	86%	86%	85%	86%	87%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 152

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1841	282	1559	378	1463	1099	742	191	126	1446	218	1476	188	1074	590	140
Effective Weighted Sample	1681	261	1422	349	1333	1002	679	174	115	1323	200	1350	173	984	539	129
Total	978	140	838	192	786	592	386	107	69	787	114	803	99	586	316	74
SWITCHED IN LAST 12 MONTHS	69	10	60	12	57	69	-	69	69	51	13	52	12	45	19	19
	7%	7%	7%	6%	7%	12%	-%	65%	100%	7%	11%	7%	12%	8%	6%	26%
						b		ab	abc		a		a			ab
CURRENTLY LOOKING FOR A NEW DEAL	32	7	25	9	23	21	11	4	3	28	2	29	1	24	6	4
	3%	5%	3%	5%	3%	4%	3%	4%	5%	4%	2%	4%	1%	4%	2%	6%
														b		b
NEITHER	881	125	755	172	708	506	375	37	-	711	100	725	86	519	292	52
	90%	89%	90%	90%	90%	85%	97%	35%	-%	90%	87%	90%	87%	89%	92%	70%
						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.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1841	62	1579	159	1482	1054	587	173	115	252	843	278	817	624	471	83	50
Effective Weighted Sample	1681	57	1441	145	1352	962	536	158	106	235	789	259	765	585	439	78	47
Total	978	29	850	82	798	574	305	96	62	138	487	155	470	358	267	48	28
SWITCHED IN LAST 12 MONTHS	69	**	61	7	57	60	4	55	51	8	34	10	32	27	15	**	**
	7%	**	7%	9%	7%	10%	1%	58%	83%	6%	7%	7%	7%	8%	6%	**	**
						b		ab	abc								
CURRENTLY LOOKING FOR A NEW DEAL	32	**	26	5	24	21	8	3	3	6	15	7	14	13	8	**	**
	3%	**	3%	6%	3%	4%	3%	4%	5%	4%	3%	5%	3%	4%	3%	**	**
				b													
NEITHER	881	**	765	71	718	496	293	40	10	125	439	139	426	319	246	**	**
	90%	**	90%	87%	90%	86%	96%	42%	17%	91%	90%	90%	91%	89%	92%	**	**
						cd	acd	d									

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 152

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1841	197	338	27	19	1096	535	743	1098	660	670	93	195	225
Effective Weighted Sample	1681	182	318	25	17	1025	500	687	1007	588	628	87	178	208
Total	978	108	177	16	10	625	285	439	539	324	393	49	103	109
SWITCHED IN LAST 12 MONTHS	69	12	8	**	**	42	20	37	32	23	24	**	7	8
	7%	11%	5%	**	**	7%	7%	8%	6%	7%	6%	**	6%	7%
		b						b						
CURRENTLY LOOKING FOR A NEW DEAL	32	4	4	**	**	21	8	17	15	11	12	**	2	6
	3%	4%	2%	**	**	3%	3%	4%	3%	3%	3%	**	2%	5%
NEITHER	881	92	165	**	**	565	257	388	493	292	358	**	94	97
	90%	85%	93%	**	**	90%	90%	88%	91%	90%	91%	**	91%	89%
			a						a					

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

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1841	90	604	638	1332	505	224	320	685	832	862	979	476	577	381	407	1053	788
Effective Weighted Sample	1681	86	567	601	1233	484	212	301	632	781	781	905	444	534	364	376	968	729
Total	978	57	392	319	769	208	96	202	401	374	480	498	306	299	160	213	605	373
SWITCHED IN LAST 12 MONTHS	69	**	31	24	61	8	1	16	31	21	31	38	17	18	12	22	36	34
	7%	**	8%	7%	8%	4%	1%	8%	8%	6%	6%	8%	6%	6%	7%	10%	6%	9%
			ef	ef	ef											ab		a
CURRENTLY LOOKING FOR A NEW DEAL	32	**	9	13	27	5	4	9	9	14	15	17	9	6	10	7	15	17
	3%	**	2%	4%	3%	3%	4%	4%	2%	4%	3%	3%	3%	2%	6%	3%	2%	5%
															ab			a
NEITHER	881	**	352	285	685	195	91	178	362	340	435	446	280	276	141	184	556	325
	90%	**	90%	89%	89%	94%	95%	88%	90%	91%	91%	89%	92%	92%	88%	87%	92%	87%
						bcd	bcd						d	cd			b	

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

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1841	1573	268	1532	175	87	47
Effective Weighted Sample	1681	1439	243	1400	159	80	42
Total	978	845	133	820	89	46	24
SWITCHED IN LAST 12 MONTHS	69	59	11	61	5	**	**
	7%	7%	8%	7%	5%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	32	28	4	26	2	**	**
	3%	3%	3%	3%	2%	**	**
NEITHER	881	762	119	736	82	**	**
	90%	90%	89%	90%	93%	**	**

Columns Tested: 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.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2392	179	1485	267	1397	1036	628	180	115	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2141	167	1356	248	1275	947	576	164	105	1929	214	1960	184	1404	737	213
Total	1400	95	806	143	758	566	336	102	64	1276	124	1294	106	921	479	137
SWITCHED IN LAST 12 MONTHS	137	7	67	12	62	58	16	23	19	117	20	120	17	137	-	137
	10%	7%	8%	8%	8%	10%	5%	23%	30%	9%	16%	9%	16%	15%	-%	100%
						b		ab	ab		a		a	b		ab
CURRENTLY LOOKING FOR A NEW DEAL	50	2	25	5	22	15	12	5	2	48	2	48	2	40	10	2
	4%	2%	3%	3%	3%	3%	3%	5%	4%	4%	2%	4%	2%	4%	2%	1%
														bc		
NEITHER	1215	86	715	126	676	493	309	73	42	1113	102	1127	87	746	469	-
	87%	91%	89%	88%	89%	87%	92%	72%	66%	87%	82%	87%	83%	81%	98%	-%
						cd	acd			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.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2392	112	1557	205	1464	1084	585	188	122	271	839	296	814	631	479	89	54
Effective Weighted Sample	2141	98	1420	183	1336	986	533	170	111	245	785	269	761	587	442	82	49
Total	1400	61	854	112	803	603	312	107	67	164	494	180	478	374	284	54	32
SWITCHED IN LAST 12 MONTHS	137	7	75	13	70	65	18	26	19	10	46	13	44	36	20	**	**
	10%	12%	9%	11%	9%	11%	6%	24%	28%	6%	9%	7%	9%	10%	7%	**	**
						b		ab	ab								
CURRENTLY LOOKING FOR A NEW DEAL	50	2	27	5	24	19	10	4	2	5	13	5	13	10	8	**	**
	4%	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	**	**
NEITHER	1215	52	752	95	710	520	284	77	46	149	435	162	422	327	256	**	**
	87%	85%	88%	84%	88%	86%	91%	72%	69%	91%	88%	90%	88%	88%	90%	**	**
						cd	acd										

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

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2392	222	381	30	20	1110	604	1024	1368	616	650	93	227	808
Effective Weighted Sample	2141	199	338	28	18	1030	538	945	1197	550	611	87	204	718
Total	1400	142	239	20	12	658	382	633	767	307	384	49	129	532
SWITCHED IN LAST 12 MONTHS	137	16	10	**	**	56	26	71	66	20	30	**	18	60
	10%	12%	4%	**	**	9%	7%	11%	9%	7%	8%	**	14%	11%
		b						b					ab	ab
CURRENTLY LOOKING FOR A NEW DEAL	50	6	6	**	**	18	12	24	26	14	10	**	4	23
	4%	4%	2%	**	**	3%	3%	4%	3%	4%	3%	**	3%	4%
NEITHER	1215	120	223	**	**	584	344	538	676	273	345	**	107	449
	87%	84%	93%	**	**	89%	90%	85%	88%	89%	90%	**	83%	84%
			a						a	de	de			

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

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2392	359	846	746	1951	437	164	736	843	809	1134	1258	550	769	504	569	1319	1073
Effective Weighted Sample	2141	336	776	679	1771	397	149	676	764	727	1013	1133	513	701	455	500	1207	935
Total	1400	240	571	396	1207	191	76	487	518	394	695	705	371	434	239	355	805	595
SWITCHED IN LAST 12 MONTHS	137	38	53	34	124	13	4	70	41	26	67	70	27	50	19	40	77	60
	10%	16%	9%	8%	10%	7%	5%	14%	8%	6%	10%	10%	7%	12%	8%	11%	10%	10%
		bcdef			ef			bc						ac		a		
CURRENTLY LOOKING FOR A NEW DEAL	50	12	23	12	47	2	1	19	21	9	28	22	15	11	5	19	26	24
	4%	5%	4%	3%	4%	1%	1%	4%	4%	2%	4%	3%	4%	2%	2%	5%	3%	4%
		ef	ef	e	ef											bc		
NEITHER	1215	191	495	351	1037	176	71	398	456	359	601	614	329	373	215	297	703	512
	87%	79%	87%	89%	86%	92%	94%	82%	88%	91%	86%	87%	89%	86%	90%	84%	87%	86%
			a	a	a	abd	abcd		a	a			d		bd			

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

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2392	2085	307	2007	206	119	60
Effective Weighted Sample	2141	1869	273	1801	182	106	52
Total	1400	1231	169	1180	117	70	34
SWITCHED IN LAST 12 MONTHS	137	119	18	111	15	9	**
	10%	10%	11%	9%	12%	13%	**
CURRENTLY LOOKING FOR A NEW DEAL	50	43	7	38	4	5	**
	4%	4%	4%	3%	3%	7%	**
NEITHER	1215	1071	144	1032	98	56	**
	87%	87%	85%	87%	84%	80%	**
				c			

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 154

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1747	110	1531	204	1437	1046	595	184	119	1440	229	1472	197	1102	567	153
Effective Weighted Sample	1586	102	1396	188	1309	954	544	168	109	1310	209	1338	181	1005	514	140
Total	948	57	822	108	772	566	313	102	64	794	121	812	104	608	307	83
SWITCHED IN LAST 12 MONTHS	110	6	90	10	86	92	3	87	55	88	19	93	14	78	29	26
	12%	10%	11%	9%	11%	16%	1%	85%	85%	11%	16%	11%	14%	13%	10%	32%
						b		ab	ab		a					ab
CURRENTLY LOOKING FOR A NEW DEAL	33	3	30	4	29	18	15	3	2	31	1	31	1	24	8	3
	4%	5%	4%	3%	4%	3%	5%	3%	4%	4%	1%	4%	1%	4%	3%	3%
										b		b				
NEITHER	807	49	705	95	659	458	296	15	9	678	100	690	89	509	269	54
	85%	86%	86%	88%	85%	81%	94%	14%	14%	85%	83%	85%	86%	84%	88%	65%
						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.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	122	1625	224	1523	1122	625	194	128	244	849	271	822	626	467	85	51
Effective Weighted Sample	1586	107	1479	200	1386	1019	568	175	117	227	793	252	768	586	434	80	48
Total	948	65	883	121	827	620	328	110	70	136	496	153	479	364	267	50	29
SWITCHED IN LAST 12 MONTHS	110	11	98	19	91	110	-	110	70	18	47	18	47	49	15	**	**
	12%	18%	11%	15%	11%	18%	-%	100%	100%	13%	9%	12%	10%	14%	6%	**	**
		b				b		ab	ab					b			
CURRENTLY LOOKING FOR A NEW DEAL	33	2	31	3	30	20	13	2	2	6	18	6	17	13	11	**	**
	4%	4%	3%	3%	4%	3%	4%	2%	3%	4%	4%	4%	4%	3%	4%	**	**
NEITHER	807	52	756	100	708	492	315	-	-	113	433	130	416	304	242	**	**
	85%	79%	86%	82%	86%	79%	96%	-%	-%	83%	87%	85%	87%	83%	91%	**	**
						cd	acd								a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1747	189	262	28	20	1094	451	789	958	660	670	93	213	113
Effective Weighted Sample	1586	173	241	26	18	1021	414	728	869	588	628	87	191	99
Total	948	107	140	17	11	632	247	471	477	324	393	49	120	61
SWITCHED IN LAST 12 MONTHS	110	19	16	**	**	64	35	65	45	37	38	**	18	11
	12%	18%	11%	**	**	10%	14%	14%	9%	12%	10%	**	15%	19%
		b					a	b					b	ab
CURRENTLY LOOKING FOR A NEW DEAL	33	3	3	**	**	23	6	19	14	13	15	**	2	2
	4%	3%	2%	**	**	4%	2%	4%	3%	4%	4%	**	1%	4%
NEITHER	807	85	121	**	**	546	206	388	420	275	341	**	100	48
	85%	79%	87%	**	**	86%	84%	82%	88%	85%	87%	**	83%	78%
			a						a		e			

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

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1747	113	652	636	1401	342	109	373	714	656	827	920	474	566	372	335	1040	707
Effective Weighted Sample	1586	107	608	600	1292	336	107	347	657	618	746	844	440	520	350	307	952	649
Total	948	73	424	318	815	131	42	236	421	289	468	479	308	301	162	178	608	340
SWITCHED IN LAST 12 MONTHS	110	12	57	32	102	8	2	34	54	21	51	58	35	36	18	22	70	39
	12%	17%	14%	10%	12%	6%	6%	15%	13%	7%	11%	12%	11%	12%	11%	12%	12%	12%
		cef	ef	e	ef			c	c									
CURRENTLY LOOKING FOR A NEW DEAL	33	5	13	13	31	2	*	10	11	12	15	18	10	8	10	6	17	16
	4%	7%	3%	4%	4%	2%	1%	4%	3%	4%	3%	4%	3%	3%	6%	3%	3%	5%
		ef													ab			
NEITHER	807	56	354	275	685	120	39	192	357	257	402	405	264	258	135	151	521	286
	85%	78%	83%	86%	84%	92%	93%	81%	85%	89%	86%	85%	86%	86%	83%	85%	86%	84%
				a		abcd	abd			ab								

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

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1747	1498	249	1458	169	81	39
Effective Weighted Sample	1586	1361	226	1325	152	75	35
Total	948	822	125	800	86	42	19
SWITCHED IN LAST 12 MONTHS	110	97	13	94	10	**	**
	12%	12%	10%	12%	12%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	33	30	3	26	3	**	**
	4%	4%	3%	3%	3%	**	**
NEITHER	807	698	109	683	73	**	**
	85%	85%	87%	85%	85%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1747	110	1531	204	1437	1046	595	184	119	1440	229	1472	197	1102	567	153
Effective Weighted Sample	1586	102	1396	188	1309	954	544	168	109	1310	209	1338	181	1005	514	140
Total	948	57	822	108	772	566	313	102	64	794	121	812	104	608	307	83
SWITCHED IN LAST 12 MONTHS	70	6	56	9	53	60	2	56	51	57	10	58	9	48	19	19
	7%	10%	7%	8%	7%	11%	1%	55%	80%	7%	9%	7%	9%	8%	6%	22%
						b		ab	abc							ab
CURRENTLY LOOKING FOR A NEW DEAL	33	3	30	4	29	18	15	3	2	31	1	31	1	24	8	3
	4%	5%	4%	3%	4%	3%	5%	3%	4%	4%	1%	4%	1%	4%	3%	3%
										b		b				
NEITHER	846	49	738	96	691	490	297	45	12	708	109	723	94	538	280	62
	89%	86%	90%	89%	90%	87%	95%	44%	19%	89%	90%	89%	91%	88%	91%	75%
						cd	acd	d						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.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	1747	122	1625	224	1523	1122	625	194	128	244	849	271	822	626	467	85	51
Effective Weighted Sample	1586	107	1479	200	1386	1019	568	175	117	227	793	252	768	586	434	80	48
Total	948	65	883	121	827	620	328	110	70	136	496	153	479	364	267	50	29
SWITCHED IN LAST 12 MONTHS	70	9	61	13	57	70	-	70	70	13	27	13	27	28	12	**	**
	7%	14%	7%	11%	7%	11%	-%	64%	100%	9%	6%	8%	6%	8%	5%	**	**
		b		b		b		ab	abc	b				b			
CURRENTLY LOOKING FOR A NEW DEAL	33	2	31	3	30	20	13	2	2	6	18	6	17	13	11	**	**
	4%	4%	3%	3%	4%	3%	4%	2%	3%	4%	4%	4%	4%	3%	4%	**	**
NEITHER	846	54	793	105	741	531	315	39	-	118	452	135	435	324	245	**	**
	89%	83%	90%	87%	90%	86%	96%	36%	-%	87%	91%	88%	91%	89%	92%	**	**
			a			cd	acd	d									

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 155

Any break column with 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1747	189	262	28	20	1094	451	789	958	660	670	93	213	113
Effective Weighted Sample	1586	173	241	26	18	1021	414	728	869	588	628	87	191	99
Total	948	107	140	17	11	632	247	471	477	324	393	49	120	61
SWITCHED IN LAST 12 MONTHS	70	12	11	**	**	40	23	39	31	26	22	**	9	9
	7%	11%	8%	**	**	6%	9%	8%	6%	8%	6%	**	8%	15%
							a							abd
CURRENTLY LOOKING FOR A NEW DEAL	33	3	3	**	**	23	6	19	14	13	15	**	2	2
	4%	3%	2%	**	**	4%	2%	4%	3%	4%	4%	**	1%	4%
NEITHER	846	92	126	**	**	570	218	413	433	287	356	**	109	50
	89%	86%	90%	**	**	90%	88%	88%	91%	88%	91%	**	91%	81%
									a	e	e		e	

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

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1747	113	652	636	1401	342	109	373	714	656	827	920	474	566	372	335	1040	707
Effective Weighted Sample	1586	107	608	600	1292	336	107	347	657	618	746	844	440	520	350	307	952	649
Total	948	73	424	318	815	131	42	236	421	289	468	479	308	301	162	178	608	340
SWITCHED IN LAST 12 MONTHS	70	7	33	23	63	7	2	17	35	18	28	42	20	21	13	16	41	29
	7%	9%	8%	7%	8%	5%	4%	7%	8%	6%	6%	9%	7%	7%	8%	9%	7%	8%
												a						
CURRENTLY LOOKING FOR A NEW DEAL	33	5	13	13	31	2	*	10	11	12	15	18	10	8	10	6	17	16
	4%	7%	3%	4%	4%	2%	1%	4%	3%	4%	3%	4%	3%	3%	6%	3%	3%	5%
		ef													ab			
NEITHER	846	61	378	284	723	121	40	209	376	260	426	421	278	272	140	156	551	296
	89%	84%	89%	89%	89%	93%	95%	88%	89%	90%	91%	88%	90%	91%	86%	88%	91%	87%
						ad	ad				b			c			b	

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

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1747	1498	249	1458	169	81	39
Effective Weighted Sample	1586	1361	226	1325	152	75	35
Total	948	822	125	800	86	42	19
SWITCHED IN LAST 12 MONTHS	70	62	8	59	7	**	**
	7%	8%	6%	7%	8%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	33	30	3	26	3	**	**
	4%	4%	3%	3%	3%	**	**
NEITHER	846	732	114	717	77	**	**
	89%	89%	91%	90%	89%	**	**

Columns Tested: 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.

PAY TV - SUMMARY OF BEHAVIOUR

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

		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
Significance Level: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	~c
Unweighted total	1176	85	1010	134	961	724	371	112	72	968	142	983	127	741	369	95
Effective Weighted Sample	1089	80	945	126	899	678	346	106	68	898	133	911	119	690	339	89
Total	690	45	580	74	551	415	210	67	42	580	78	588	69	441	216	56
SWITCHED IN LAST 12 MONTHS	55	**	46	4	44	43	5	38	**	46	8	47	7	42	12	**
	8%	**	8%	6%	8%	10%	2%	57%	**	8%	10%	8%	10%	9%	6%	**
						b		ab						b		
CURRENTLY LOOKING FOR A NEW DEAL	20	**	18	2	17	13	7	3	**	17	2	17	2	13	6	**
	3%	**	3%	3%	3%	3%	3%	4%	**	3%	3%	3%	2%	3%	3%	**
NEITHER	616	**	516	67	491	360	198	27	**	518	68	525	61	388	198	**
	89%	**	89%	91%	89%	87%	94%	40%	**	89%	87%	89%	87%	88%	91%	**
						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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b	a	b	~c	~d
Unweighted total	1176	29	1064	83	1010	719	374	107	69	303	873	330	846	662	514	90	54
Effective Weighted Sample	1089	26	994	77	943	673	347	100	64	274	816	299	790	616	473	83	49
Total	690	15	617	47	585	422	210	64	40	180	510	197	493	389	301	55	32
SWITCHED IN LAST 12 MONTHS	55	**	49	**	47	46	4	43	**	15	40	15	39	55	-	**	**
	8%	**	8%	**	8%	11%	2%	66%	**	8%	8%	8%	8%	14%	-%	**	**
						b		ab						b			
CURRENTLY LOOKING FOR A NEW DEAL	20	**	19	**	18	12	7	2	**	3	17	3	17	11	9	**	**
	3%	**	3%	**	3%	3%	3%	3%	**	1%	3%	1%	3%	3%	3%	**	**
													a				
NEITHER	616	**	549	**	521	364	200	21	**	162	454	179	437	324	292	**	**
	89%	**	89%	**	89%	86%	95%	32%	**	90%	89%	91%	89%	83%	97%	**	**
						c	ac								a		

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

PAY TV - SUMMARY OF BEHAVIOUR

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~c	~d	a	~b	a	b	a	b	~c	d	~e
Unweighted total	1176	-	-	-	-	1176	-	556	620	184	670	93	148	83
Effective Weighted Sample	1089	-	-	-	-	1089	-	523	570	172	628	87	137	73
Total	690	-	-	-	-	690	-	350	340	101	393	49	90	57
SWITCHED IN LAST 12 MONTHS	55	**	**	**	**	55	**	31	24	7	31	**	8	**
	8%	**	**	**	**	8%	**	9%	7%	7%	8%	**	9%	**
CURRENTLY LOOKING FOR A NEW DEAL	20	**	**	**	**	20	**	12	8	2	14	**	3	**
	3%	**	**	**	**	3%	**	3%	2%	2%	4%	**	3%	**
NEITHER	616	**	**	**	**	616	**	308	309	92	350	**	79	**
	89%	**	**	**	**	89%	**	88%	91%	91%	89%	**	88%	**

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

PAY TV - SUMMARY OF BEHAVIOUR

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
SWITCHED IN LAST 12 MONTHS	55	**	29	16	51	4	**	18	26	11	21	33	14	17	9	14	31	23
	8%	**	9%	7%	8%	4%	**	10%	8%	5%	6%	9%	6%	8%	8%	11%	7%	10%
			e		e			c				a				a		
CURRENTLY LOOKING FOR A NEW DEAL	20	**	9	5	17	3	**	6	8	6	8	12	6	4	5	4	10	9
	3%	**	3%	2%	3%	3%	**	3%	3%	3%	2%	3%	3%	2%	4%	4%	2%	4%
NEITHER	616	**	272	216	533	82	**	150	278	187	307	309	208	205	97	106	413	203
	89%	**	88%	91%	89%	93%	**	87%	89%	92%	91%	87%	91%	91%	87%	86%	91%	86%
										a	b		d				b	

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

PAY TV - SUMMARY OF BEHAVIOUR

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1176	1038	138	983	97	72	24
Effective Weighted Sample	1089	961	128	910	92	66	22
Total	690	610	79	580	56	41	14
SWITCHED IN LAST 12 MONTHS	55	45	9	48	**	**	**
	8%	7%	12%	8%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	20	18	2	15	**	**	**
	3%	3%	2%	3%	**	**	**
NEITHER	616	548	68	517	**	**	**
	89%	90%	86%	89%	**	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		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
Significance Level: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	~c
Unweighted total	1176	85	1010	134	961	724	371	112	72	968	142	983	127	741	369	95
Effective Weighted Sample	1089	80	945	126	899	678	346	106	68	898	133	911	119	690	339	89
Total	690	45	580	74	551	415	210	67	42	580	78	588	69	441	216	56
SWITCHED IN LAST 12 MONTHS	32	**	27	3	25	24	4	21	**	28	4	28	4	24	8	**
	5%	**	5%	4%	5%	6%	2%	32%	**	5%	5%	5%	5%	5%	4%	**
						b		ab								
CURRENTLY LOOKING FOR A NEW DEAL	20	**	18	2	17	13	7	3	**	17	2	17	2	13	6	**
	3%	**	3%	3%	3%	3%	3%	4%	**	3%	3%	3%	2%	3%	3%	**
NEITHER	638	**	535	68	509	378	199	43	**	535	72	543	64	405	202	**
	93%	**	92%	93%	92%	91%	95%	65%	**	92%	93%	92%	92%	92%	93%	**
						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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b	a	b	~c	~d
Unweighted total	1176	29	1064	83	1010	719	374	107	69	303	873	330	846	662	514	90	54
Effective Weighted Sample	1089	26	994	77	943	673	347	100	64	274	816	299	790	616	473	83	49
Total	690	15	617	47	585	422	210	64	40	180	510	197	493	389	301	55	32
SWITCHED IN LAST 12 MONTHS	32	**	28	**	26	25	4	23	**	9	23	9	22	32	-	**	**
	5%	**	5%	**	4%	6%	2%	36%	**	5%	5%	5%	5%	8%	-%	**	**
						b		ab						b			
CURRENTLY LOOKING FOR A NEW DEAL	20	**	19	**	18	12	7	2	**	3	17	3	17	11	9	**	**
	3%	**	3%	**	3%	3%	3%	3%	**	1%	3%	1%	3%	3%	3%	**	**
													a				
NEITHER	638	**	569	**	541	384	200	40	**	168	470	185	453	346	292	**	**
	93%	**	92%	**	92%	91%	95%	62%	**	94%	92%	94%	92%	89%	97%	**	**
						c	ac								a		

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

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~c	~d	a	~b	a	b	a	b	~c	d	~e
Unweighted total	1176	-	-	-	-	1176	-	556	620	184	670	93	148	83
Effective Weighted Sample	1089	-	-	-	-	1089	-	523	570	172	628	87	137	73
Total	690	-	-	-	-	690	-	350	340	101	393	49	90	57
SWITCHED IN LAST 12 MONTHS	32	**	**	**	**	32	**	18	14	5	17	**	3	**
	5%	**	**	**	**	5%	**	5%	4%	5%	4%	**	4%	**
CURRENTLY LOOKING FOR A NEW DEAL	20	**	**	**	**	20	**	12	8	2	14	**	3	**
	3%	**	**	**	**	3%	**	3%	2%	2%	4%	**	3%	**
NEITHER	638	**	**	**	**	638	**	321	318	93	363	**	83	**
	93%	**	**	**	**	93%	**	92%	93%	92%	92%	**	93%	**

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

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1176	79	436	445	960	214	76	251	493	430	542	634	332	392	241	211	724	452
Effective Weighted Sample	1089	76	421	421	904	207	73	242	464	403	502	590	316	367	229	196	678	419
Total	690	54	309	237	600	89	33	173	312	204	336	354	228	227	111	124	455	235
SWITCHED IN LAST 12 MONTHS	32	**	17	9	29	3	**	8	16	8	11	21	7	9	6	10	16	16
	5%	**	6%	4%	5%	3%	**	4%	5%	4%	3%	6%	3%	4%	6%	8%	4%	7%
												a				a		a
CURRENTLY LOOKING FOR A NEW DEAL	20	**	9	5	17	3	**	6	8	6	8	12	6	4	5	4	10	9
	3%	**	3%	2%	3%	3%	**	3%	3%	3%	2%	3%	3%	2%	4%	4%	2%	4%
NEITHER	638	**	283	223	554	83	**	159	287	190	317	321	215	214	100	110	428	210
	93%	**	92%	94%	92%	94%	**	92%	92%	93%	95%	91%	94%	94%	90%	89%	94%	89%
											b		d	cd			b	

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

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	1176	1038	138	983	97	72	24
Effective Weighted Sample	1089	961	128	910	92	66	22
Total	690	610	79	580	56	41	14
SWITCHED IN LAST 12 MONTHS	32	27	5	29	**	**	**
	5%	4%	6%	5%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	20	18	2	15	**	**	**
	3%	3%	2%	3%	**	**	**
NEITHER	638	565	73	536	**	**	**
	93%	93%	92%	92%	**	**	**

Columns Tested: 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.

FREE TV - SUMMARY OF BEHAVIOUR

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

		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
Significance Level: 95%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	703	145	390	181	354	253	282	51	36	538	65	553	50	340	263	44
Effective Weighted Sample	625	140	360	173	327	233	267	47	34	478	59	492	46	303	235	39
Total	435	77	208	95	190	138	147	30	20	344	37	353	28	222	159	26
SWITCHED IN LAST 12 MONTHS	21	3	13	3	13	13	3	**	**	17	**	17	**	13	6	**
	5%	4%	6%	3%	7%	9%	2%	**	**	5%	**	5%	**	6%	4%	**
						b										
CURRENTLY LOOKING FOR A NEW DEAL	7	1	2	1	2	2	1	**	**	6	**	6	**	5	2	**
	2%	1%	1%	1%	1%	1%	1%	**	**	2%	**	2%	**	2%	1%	**
NEITHER	407	73	193	91	175	123	143	**	**	321	**	330	**	204	151	**
	94%	96%	93%	96%	92%	89%	97%	**	**	93%	**	93%	**	92%	95%	**
							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.

FREE TV - SUMMARY OF BEHAVIOUR

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	703	54	397	91	360	266	185	57	41	-	-	-	-	-	-	-	-
Effective Weighted Sample	625	49	366	82	333	244	171	53	38	-	-	-	-	-	-	-	-
Total	435	32	214	52	194	151	96	35	23	-	-	-	-	-	-	-	-
SWITCHED IN LAST 12 MONTHS	21	**	14	**	14	13	3	**	**	**	**	**	**	**	**	**	**
	5%	**	7%	**	7%	9%	4%	**	**	**	**	**	**	**	**	**	**
						b											
CURRENTLY LOOKING FOR A NEW DEAL	7	**	2	**	2	2	2	**	**	**	**	**	**	**	**	**	**
	2%	**	1%	**	1%	1%	2%	**	**	**	**	**	**	**	**	**	**
NEITHER	407	**	198	**	179	136	91	**	**	**	**	**	**	**	**	**	**
	94%	**	92%	**	92%	90%	95%	**	**	**	**	**	**	**	**	**	**

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

FREE TV - SUMMARY OF BEHAVIOUR

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	~a	b	a	b	a	~b	~c	~d	e
Unweighted total	703	253	450	33	23	-	703	186	517	336	-	-	65	302
Effective Weighted Sample	625	226	400	30	21	-	625	173	453	310	-	-	59	272
Total	435	159	276	21	14	-	435	120	315	179	-	-	37	219
SWITCHED IN LAST 12 MONTHS	21	21	-	**	**	**	21	10	11	11	**	**	**	7
	5%	13%	-%	**	**	**	5%	9%	3%	6%	**	**	**	3%
		b						b						
CURRENTLY LOOKING FOR A NEW DEAL	7	3	4	**	**	**	7	3	4	2	**	**	**	4
	2%	2%	1%	**	**	**	2%	3%	1%	1%	**	**	**	2%
NEITHER	407	135	272	**	**	**	407	106	301	165	**	**	**	208
	94%	85%	99%	**	**	**	94%	89%	96%	92%	**	**	**	95%
			a						a					

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

FREE TV - SUMMARY OF BEHAVIOUR

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	703	25	194	202	421	281	139	106	195	401	335	368	141	173	146	243	314	389
Effective Weighted Sample	625	24	183	183	385	256	128	100	179	359	299	328	131	156	127	217	286	340
Total	435	20	151	125	296	138	70	84	136	214	218	217	93	96	77	169	189	246
SWITCHED IN LAST 12 MONTHS	21	**	10	7	19	2	-	5	8	8	12	9	4	4	4	9	8	13
	5%	**	6%	6%	6%	2%	-%	6%	6%	4%	6%	4%	4%	4%	5%	5%	4%	5%
			ef	ef	ef													
CURRENTLY LOOKING FOR A NEW DEAL	7	**	4	1	5	1	1	3	2	2	4	3	2	1	-	4	3	4
	2%	**	2%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	-%	3%	1%	2%
NEITHER	407	**	138	117	272	134	69	76	127	203	201	206	87	92	73	156	178	229
	94%	**	91%	93%	92%	97%	99%	90%	93%	95%	92%	95%	94%	95%	95%	92%	94%	93%
						bcd	bcd											

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

FREE TV - SUMMARY OF BEHAVIOUR

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	703	600	103	587	75	25	16
Effective Weighted Sample	625	534	93	524	65	23	14
Total	435	380	55	362	45	18	10
SWITCHED IN LAST 12 MONTHS	21	17	3	20	**	**	**
	5%	5%	6%	5%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	7	7	-	6	**	**	**
	2%	2%	-%	2%	**	**	**
NEITHER	407	355	52	337	**	**	**
	94%	94%	94%	93%	**	**	**

Columns Tested: 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.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		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
Significance Level: 95%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	703	145	390	181	354	253	282	51	36	538	65	553	50	340	263	44
Effective Weighted Sample	625	140	360	173	327	233	267	47	34	478	59	492	46	303	235	39
Total	435	77	208	95	190	138	147	30	20	344	37	353	28	222	159	26
SWITCHED IN LAST 12 MONTHS	14	3	8	3	8	8	2	**	**	10	**	10	**	7	5	**
	3%	4%	4%	3%	4%	6%	2%	**	**	3%	**	3%	**	3%	3%	**
						b										
CURRENTLY LOOKING FOR A NEW DEAL	7	1	2	1	2	2	1	**	**	6	**	6	**	5	2	**
	2%	1%	1%	1%	1%	1%	1%	**	**	2%	**	2%	**	2%	1%	**
NEITHER	414	73	198	91	180	128	143	**	**	328	**	337	**	210	152	**
	95%	96%	95%	96%	95%	93%	98%	**	**	95%	**	95%	**	95%	96%	**
							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.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b	~a	~b	~c	~d
Unweighted total	703	54	397	91	360	266	185	57	41	-	-	-	-	-	-	-	-
Effective Weighted Sample	625	49	366	82	333	244	171	53	38	-	-	-	-	-	-	-	-
Total	435	32	214	52	194	151	96	35	23	-	-	-	-	-	-	-	-
SWITCHED IN LAST 12 MONTHS	14	**	9	**	9	9	3	**	**	**	**	**	**	**	**	**	**
	3%	**	4%	**	4%	6%	3%	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	7	**	2	**	2	2	2	**	**	**	**	**	**	**	**	**	**
	2%	**	1%	**	1%	1%	2%	**	**	**	**	**	**	**	**	**	**
NEITHER	414	**	203	**	184	140	92	**	**	**	**	**	**	**	**	**	**
	95%	**	95%	**	95%	93%	95%	**	**	**	**	**	**	**	**	**	**

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

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	~a	b	a	b	a	~b	~c	~d	e
Unweighted total	703	253	450	33	23	-	703	186	517	336	-	-	65	302
Effective Weighted Sample	625	226	400	30	21	-	625	173	453	310	-	-	59	272
Total	435	159	276	21	14	-	435	120	315	179	-	-	37	219
SWITCHED IN LAST 12 MONTHS	14	14	-	**	**	**	14	7	7	6	**	**	**	5
	3%	9%	-%	**	**	**	3%	6%	2%	4%	**	**	**	2%
		b						b						
CURRENTLY LOOKING FOR A NEW DEAL	7	3	4	**	**	**	7	3	4	2	**	**	**	4
	2%	2%	1%	**	**	**	2%	3%	1%	1%	**	**	**	2%
NEITHER	414	143	272	**	**	**	414	110	305	170	**	**	**	209
	95%	90%	99%	**	**	**	95%	92%	97%	95%	**	**	**	96%
			a						a					

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

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	703	25	194	202	421	281	139	106	195	401	335	368	141	173	146	243	314	389
Effective Weighted Sample	625	24	183	183	385	256	128	100	179	359	299	328	131	156	127	217	286	340
Total	435	20	151	125	296	138	70	84	136	214	218	217	93	96	77	169	189	246
SWITCHED IN LAST 12 MONTHS	14	**	6	6	12	2	-	2	6	5	7	7	2	3	3	7	4	9
	3%	**	4%	5%	4%	1%	-%	3%	4%	3%	3%	3%	2%	3%	4%	4%	2%	4%
			ef	ef	ef													
CURRENTLY LOOKING FOR A NEW DEAL	7	**	4	1	5	1	1	3	2	2	4	3	2	1	-	4	3	4
	2%	**	2%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	-%	3%	1%	2%
NEITHER	414	**	142	118	279	135	69	79	129	206	207	208	89	93	74	158	182	232
	95%	**	93%	95%	94%	98%	99%	94%	94%	96%	95%	96%	96%	96%	96%	94%	96%	94%
						bd	bd											

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

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	703	600	103	587	75	25	16
Effective Weighted Sample	625	534	93	524	65	23	14
Total	435	380	55	362	45	18	10
SWITCHED IN LAST 12 MONTHS	14	12	2	12	**	**	**
	3%	3%	4%	3%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	7	7	-	6	**	**	**
	2%	2%	-%	2%	**	**	**
NEITHER	414	361	53	344	**	**	**
	95%	95%	96%	95%	**	**	**

Columns Tested: 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.

Q34. SHOWCARD Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
I regularly keep an eye on deals in the market	147	7	97	14	90	71	33	17	11	119	21	122	18	103	38	25
	10%	5%	12%	8%	11%	12%	9%	16%	15%	9%	17%	9%	17%	11%	8%	18%
			a		a	b		b	b		a		a	b		ab
I occasionally look at deals in the market	380	24	229	39	214	168	85	31	19	341	31	347	25	273	99	38
	25%	17%	27%	20%	27%	28%	22%	29%	28%	27%	25%	27%	24%	30%	21%	28%
			a		a	b		b						b		b
I only look at deals when my contract is ending	382	23	236	36	223	171	88	37	22	343	28	349	22	256	114	39
	25%	17%	28%	19%	28%	29%	23%	34%	32%	27%	23%	27%	20%	28%	24%	28%
			a		a	b		b	b			b		b		
TOTAL EVER LOOK AT DEALS	908	54	562	89	527	410	206	85	52	803	80	818	65	632	251	101
	61%	38%	67%	46%	67%	69%	53%	80%	76%	63%	64%	63%	61%	69%	52%	74%
			a		a	b		ab	b					b		b
I don’t ever look at deals in the market	567	83	264	100	247	177	170	22	17	451	43	455	40	274	220	34
	38%	59%	32%	52%	31%	30%	44%	20%	24%	35%	35%	35%	37%	30%	46%	25%
		b		b		c	acd								ac	
Don’t know	25	4	12	4	12	6	10	-	-	22	1	22	1	15	8	1
	2%	3%	1%	2%	1%	1%	2%	-%	-%	2%	1%	2%	1%	2%	2%	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.

Q34. SHOWCARD Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
I regularly keep an eye on deals in the market	147	8	100	15	92	77	30	17	11	18	62	21	59	48	31	**	**
	10%	12%	11%	13%	11%	12%	9%	15%	15%	10%	12%	11%	12%	12%	10%	**	**
						b		b	b								
I occasionally look at deals in the market	380	21	246	37	230	193	75	32	20	58	142	60	140	111	89	**	**
	25%	32%	28%	31%	28%	31%	23%	29%	29%	32%	28%	30%	28%	28%	29%	**	**
						b											
I only look at deals when my contract is ending	382	19	255	34	240	186	88	38	23	36	157	42	151	119	74	**	**
	25%	29%	29%	28%	29%	30%	27%	34%	33%	20%	31%	21%	31%	31%	25%	**	**
								b			a		a	b			
TOTAL EVER LOOK AT DEALS	908	48	601	86	563	455	194	86	54	112	360	123	350	278	194	**	**
	61%	73%	68%	71%	68%	73%	59%	79%	77%	62%	71%	62%	71%	72%	65%	**	**
						b		b	b		a		a	b			
I don't ever look at deals in the market	567	18	270	35	252	159	129	23	16	66	143	72	136	107	102	**	**
	38%	27%	31%	29%	31%	26%	39%	21%	23%	36%	28%	36%	28%	27%	34%	**	**
							acd			b		b			a		
Don't know	25	-	12	-	12	6	6	-	-	2	7	2	7	4	5	**	**
	2%	-%	1%	-%	1%	1%	2%	-%	-%	1%	1%	1%	1%	1%	2%	**	**

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

Q34. SHOWCARD Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
I regularly keep an eye on deals in the market	147	14	15	**	**	80	29	85	62	32	45	**	19	44
	10%	9%	5%	**	**	12%	7%	13%	7%	10%	11%	**	14%	7%
						b		b			e		e	
I occasionally look at deals in the market	380	44	39	**	**	199	83	204	176	87	114	**	34	132
	25%	28%	14%	**	**	29%	19%	31%	21%	27%	29%	**	25%	22%
		b				b		b		e	e			
I only look at deals when my contract is ending	382	26	56	**	**	193	83	189	193	87	121	**	39	123
	25%	17%	20%	**	**	28%	19%	29%	23%	27%	31%	**	29%	21%
						b		b		e	e		e	
TOTAL EVER LOOK AT DEALS	908	85	110	**	**	473	194	477	431	206	281	**	92	298
	61%	53%	40%	**	**	68%	45%	74%	51%	64%	71%	**	68%	50%
		b				b		b		e	ae		e	
I don’t ever look at deals in the market	567	72	160	**	**	209	232	161	405	114	106	**	42	287
	38%	45%	58%	**	**	30%	53%	25%	48%	35%	27%	**	31%	48%
			a				a		a	b				abd
Don’t know	25	3	6	**	**	9	9	9	16	4	6	**	2	13
	2%	2%	2%	**	**	1%	2%	1%	2%	1%	2%	**	1%	2%

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

Q34. SHOWCARD Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
I regularly keep an eye on deals in the market	147 10%	22 9% ef	77 13% acef	37 9% ef	137 11% ef	10 4%	2 1%	49 10% c	71 13% ac	27 6%	78 10%	69 9%	41 11%	45 10%	31 12% d	30 8%	86 10%	61 9%
I occasionally look at deals in the market	380 25%	81 33% cdef	159 28% ef	103 24% ef	343 28% ef	36 14%	14 12%	150 30% bc	139 26% c	91 19%	203 27% b	177 24%	117 30% cd	128 28% cd	52 20%	83 21%	244 29% b	135 21%
I only look at deals when my contract is ending	382 25%	74 30% cef	175 30% cef	100 24% ef	350 28% cef	32 13%	12 10%	143 29% c	161 30% c	78 17%	190 25%	192 26%	119 31% d	126 28% d	66 26% d	71 18%	245 29% b	137 21%
TOTAL EVER LOOK AT DEALS	908 61%	177 72% cdef	412 71% cdef	241 57% ef	830 67% cef	78 31% f	27 23%	341 69% c	371 69% c	196 42%	471 63% b	438 58%	277 72% bcd	298 65% cd	149 58% d	184 46%	576 68% b	333 51%
I don’t ever look at deals in the market	567 38%	64 26%	157 27%	175 41% abd	397 32% ab	168 67% abcd	85 73% abcd	143 29%	158 29%	264 56% ab	266 36%	301 40% a	107 28%	153 34% a	104 40% ab	203 51% abc	260 31%	306 47% a
Don’t know	25 2%	3 1%	10 2%	6 1%	19 2%	6 2%	5 4% abcd	8 2%	8 1%	9 2%	11 2%	14 2%	4 1%	5 1%	5 2%	11 3% ab	9 1%	16 2% a

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

Q34. SHOWCARD Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
I regularly keep an eye on deals in the market	147	124	22	112	15	12	**
	10%	9%	12%	9%	12%	15%	**
						a	
I occasionally look at deals in the market	380	334	46	329	27	16	**
	25%	25%	25%	26%	21%	22%	**
I only look at deals when my contract is ending	382	328	54	328	32	12	**
	25%	25%	29%	26%	25%	16%	**
				c			
TOTAL EVER LOOK AT DEALS	908	786	123	768	74	40	**
	61%	60%	66%	61%	57%	53%	**
			a				
I don't ever look at deals in the market	567	507	60	472	52	34	**
	38%	39%	32%	38%	40%	45%	**
		b					
Don't know	25	22	3	19	3	1	**
	2%	2%	2%	1%	3%	1%	**

Columns Tested: 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.

Q35. SHOWCARD 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1541	105	1004	166	943	739	370	150	94	1337	151	1363	125	1069	419	174
Effective Weighted Sample	1388	96	918	152	861	673	340	137	86	1206	138	1229	115	963	378	156
Total	908	54	562	89	527	410	206	85	52	803	80	818	65	632	251	101
Own provider only	119	10	61	14	57	40	31	9	**	108	7	110	6	71	45	12
	13%	19%	11%	15%	11%	10%	15%	10%	**	13%	9%	13%	9%	11%	18%	12%
		b					a								a	
Other providers only	36	1	23	3	21	18	7	2	**	32	2	33	1	29	5	4
	4%	3%	4%	4%	4%	4%	3%	3%	**	4%	3%	4%	2%	5%	2%	4%
														b		
Both own provider and others	742	41	473	69	445	347	167	74	**	651	71	663	58	525	196	85
	82%	76%	84%	77%	84%	85%	81%	87%	**	81%	88%	81%	89%	83%	78%	84%
			a		a						a		a	b		
Don't know	12	1	5	3	4	5	1	*	**	11	-	11	-	7	4	-
	1%	2%	1%	3%	1%	1%	1%	*%	**	1%	-%	1%	-%	1%	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.

Q35. SHOWCARD 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	~c	~d
Unweighted total	1541	88	1065	155	998	806	347	152	98	184	593	199	578	462	315	75	43
Effective Weighted Sample	1388	77	973	138	911	732	318	138	89	167	557	181	542	430	293	69	39
Total	908	48	601	86	563	455	194	86	54	112	360	123	350	278	194	46	26
Own provider only	119	**	68	12	64	45	31	8	**	13	49	14	48	30	32	**	**
	13%	**	11%	14%	11%	10%	16%	10%	**	11%	14%	12%	14%	11%	17%	**	**
							a								a		
Other providers only	36	**	24	3	22	19	6	3	**	7	13	7	13	9	11	**	**
	4%	**	4%	4%	4%	4%	3%	3%	**	6%	4%	6%	4%	3%	5%	**	**
Both own provider and others	742	**	502	69	471	386	154	75	**	88	295	96	287	234	149	**	**
	82%	**	84%	80%	84%	85%	79%	87%	**	79%	82%	78%	82%	84%	77%	**	**
						b								b			
Don't know	12	**	6	2	5	4	3	*	**	4	3	5	2	5	3	**	**
	1%	**	1%	2%	1%	1%	1%	*%	**	4%	1%	4%	1%	2%	1%	**	**
										b		b					

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

Q35. SHOWCARD 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1541	134	177	18	12	777	311	762	779	406	457	60	161	459
Effective Weighted Sample	1388	121	159	17	11	723	281	704	686	361	431	56	145	409
Total	908	85	110	12	7	473	194	477	431	206	281	32	92	298
Own provider only	119	3	13	**	**	62	16	58	61	18	35	**	14	48
	13%	4%	12%	**	**	13%	8%	12%	14%	9%	12%	**	15%	16%
			a			b							a	a
Other providers only	36	4	2	**	**	20	6	22	13	10	12	**	3	11
	4%	5%	2%	**	**	4%	3%	5%	3%	5%	4%	**	3%	4%
Both own provider and others	742	76	93	**	**	383	169	392	350	175	232	**	75	233
	82%	90%	85%	**	**	81%	87%	82%	81%	85%	83%	**	81%	78%
							a			e				
Don't know	12	1	1	**	**	8	2	6	6	3	2	**	1	5
	1%	1%	1%	**	**	2%	1%	1%	1%	2%	1%	**	1%	2%

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

Q35. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1541	265	610	469	1344	195	65	516	604	419	771	770	400	524	314	303	924	617
Effective Weighted Sample	1388	248	563	433	1226	186	61	477	550	384	691	700	376	478	287	267	848	543
Total	908	177	412	241	830	78	27	341	371	196	471	438	277	298	149	184	576	333
Own provider only	119	26	50	29	105	13	**	47	47	25	51	68	34	40	20	25	74	45
	13%	15%	12%	12%	13%	17%	**	14%	13%	13%	11%	15%	12%	13%	14%	13%	13%	14%
												a						
Other providers only	36	7	16	9	32	4	**	13	14	9	21	15	14	10	3	8	25	11
	4%	4%	4%	4%	4%	5%	**	4%	4%	4%	4%	3%	5%	3%	2%	4%	4%	3%
													c					
Both own provider and others	742	142	342	199	683	59	**	276	308	158	391	351	227	244	124	147	471	271
	82%	80%	83%	83%	82%	75%	**	81%	83%	81%	83%	80%	82%	82%	83%	80%	82%	82%
			e	e	e													
Don't know	12	2	4	3	10	2	**	6	2	4	8	4	2	4	1	4	6	5
	1%	1%	1%	1%	1%	3%	**	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%
										b								

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

Q35. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1541	1322	219	1289	133	72	47
Effective Weighted Sample	1388	1192	197	1163	119	65	41
Total	908	786	123	768	74	40	26
Own provider only	119	101	18	101	13	**	**
	13%	13%	15%	13%	17%	**	**
Other providers only	36	33	3	32	4	**	**
	4%	4%	2%	4%	5%	**	**
Both own provider and others	742	642	100	626	56	**	**
	82%	82%	82%	81%	76%	**	**
Don't know	12	10	2	9	1	**	**
	1%	1%	2%	1%	1%	**	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD In terms of communications services such as mobile, landline, broadband and TV... How confident are you about Comparing costs?

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Very confident	668	43	404	67	379	284	162	64	42	574	65	583	56	447	192	80
	45%	30%	48%	35%	48%	48%	42%	59%	60%	45%	52%	45%	53%	49%	40%	59%
			a		a	b		ab	ab		a		a	b		ab
Fairly confident	532	35	311	54	292	223	123	32	19	460	45	468	38	337	168	39
	35%	25%	37%	28%	37%	38%	32%	30%	28%	36%	37%	36%	36%	37%	35%	29%
			a		a	bcd								c		
Not very confident	160	26	73	31	69	54	46	7	5	137	7	137	7	85	59	11
	11%	19%	9%	16%	9%	9%	12%	7%	8%	11%	6%	11%	6%	9%	12%	8%
		b		b			ac			b		b			a	
Not at all confident	107	29	37	30	35	23	42	3	2	80	6	80	5	39	46	5
	7%	21%	4%	16%	5%	4%	11%	3%	3%	6%	4%	6%	4%	4%	10%	4%
		b		b			acd								ac	
Don't know	32	7	13	9	11	8	13	1	1	26	1	26	1	13	14	2
	2%	5%	2%	5%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	3%	1%
		b		b			ac								a	
TOTAL CONFIDENT	1201	78	715	122	671	508	285	96	61	1034	110	1051	93	784	360	120
	80%	56%	85%	63%	85%	86%	74%	90%	88%	81%	89%	81%	88%	85%	75%	87%
			a		a	b		b	b		a		a	b		b
TOTAL NOT CONFIDENT	268	55	110	61	105	77	88	10	8	216	13	218	11	124	105	15
	18%	39%	13%	32%	13%	13%	23%	10%	11%	17%	10%	17%	10%	13%	22%	11%
		b		b			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.

Q36A. SHOWCARD In terms of communications services such as mobile, landline, broadband and TV... How confident are you about Comparing costs?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Very confident	668	30	433	55	409	308	155	63	40	80	255	86	250	196	139	**	**
	45%	46%	49%	45%	49%	50%	47%	57%	57%	45%	50%	44%	51%	50%	46%	**	**
								ab	b				a				
Fairly confident	532	25	325	47	302	245	104	37	21	65	186	73	178	151	101	**	**
	35%	38%	37%	39%	37%	40%	32%	33%	30%	36%	37%	37%	36%	39%	33%	**	**
						bd											
Not very confident	160	6	75	11	70	47	34	8	7	19	38	21	36	27	31	**	**
	11%	9%	8%	9%	8%	8%	10%	7%	10%	10%	8%	11%	7%	7%	10%	**	**
							a								a		
Not at all confident	107	3	35	4	33	15	23	1	1	10	20	11	20	10	21	**	**
	7%	4%	4%	4%	4%	2%	7%	1%	2%	6%	4%	6%	4%	3%	7%	**	**
							acd								a		
Don't know	32	2	15	4	13	5	11	1	1	5	10	6	8	5	10	**	**
	2%	3%	2%	3%	2%	1%	3%	1%	1%	3%	2%	3%	2%	1%	3%	**	**
							ac								a		
TOTAL CONFIDENT	1201	55	758	102	711	553	260	99	61	145	441	159	428	347	240	**	**
	80%	84%	86%	84%	86%	89%	79%	91%	88%	81%	87%	81%	87%	89%	80%	**	**
						b		b	b		a		a	b			
TOTAL NOT CONFIDENT	268	9	110	15	103	61	57	10	8	29	59	32	56	37	51	**	**
	18%	13%	12%	13%	12%	10%	17%	9%	11%	16%	12%	16%	11%	10%	17%	**	**
							ac			b		b			a		

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

Q36A. SHOWCARD In terms of communications services such as mobile, landline, broadband and TV... How confident are you about Comparing costs?

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Very confident	668	62	96	**	**	336	158	353	315	151	194	**	71	228
	45%	39%	35%	**	**	49%	36%	55%	37%	46%	49%	**	52%	38%
						b		b		e	e		e	
Fairly confident	532	58	92	**	**	251	149	223	310	119	147	**	47	201
	35%	36%	33%	**	**	36%	34%	34%	36%	37%	37%	**	34%	34%
Not very confident	160	26	41	**	**	57	67	43	117	35	30	**	8	84
	11%	16%	15%	**	**	8%	15%	7%	14%	11%	8%	**	6%	14%
							a		a	d				abd
Not at all confident	107	9	41	**	**	31	51	17	90	15	14	**	7	69
	7%	6%	15%	**	**	4%	12%	3%	11%	5%	4%	**	5%	11%
			a				a		a					abd
Don't know	32	4	6	**	**	15	10	12	20	5	7	**	3	16
	2%	3%	2%	**	**	2%	2%	2%	2%	1%	2%	**	2%	3%
TOTAL CONFIDENT	1201	120	188	**	**	587	308	576	625	269	342	**	118	429
	80%	75%	68%	**	**	85%	71%	89%	73%	83%	87%	**	87%	72%
		b				b		b		e	e		e	
TOTAL NOT CONFIDENT	268	35	82	**	**	88	118	60	207	50	45	**	15	153
	18%	22%	30%	**	**	13%	27%	9%	24%	15%	11%	**	11%	26%
			a				a		a	b				abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD In terms of communications services such as mobile, landline, broadband and TV... How confident are you about Comparing costs?

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Very confident	668	130	300	177	606	61	17	263	261	143	361	308	192	239	110	127	431	238
	45%	53%	52%	42%	49%	24%	14%	53%	49%	30%	48%	41%	50%	52%	43%	32%	51%	36%
		cef	cef	ef	cef	f		c	c		b		cd	cd	d		b	
Fairly confident	532	89	211	153	453	79	37	173	203	156	261	271	143	159	87	144	301	231
	35%	37%	36%	36%	36%	31%	32%	35%	38%	33%	35%	36%	37%	35%	34%	36%	36%	35%
			e		e				c									
Not very confident	160	13	40	56	109	51	24	30	44	86	68	92	30	34	32	65	64	96
	11%	5%	7%	13%	9%	20%	20%	6%	8%	18%	9%	12%	8%	7%	12%	16%	8%	15%
				abd	a	abcd	abcd			ab		a			ab	ab		a
Not at all confident	107	8	18	29	55	51	32	17	19	70	41	66	15	19	22	51	34	73
	7%	3%	3%	7%	4%	20%	27%	4%	3%	15%	5%	9%	4%	4%	9%	13%	4%	11%
				abd		abcd	abcde			ab		a			ab	abc		a
Don't know	32	4	10	9	23	9	7	8	9	15	18	14	8	7	6	11	15	17
	2%	2%	2%	2%	2%	4%	6%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%
						bd	abcd			ab								
TOTAL CONFIDENT	1201	219	511	330	1059	140	54	436	465	299	621	579	335	397	197	271	732	469
	80%	90%	88%	78%	85%	56%	46%	89%	87%	64%	83%	77%	86%	87%	77%	68%	87%	72%
		cdef	cdef	ef	cef	f		c	c		b		cd	cd	d		b	
TOTAL NOT CONFIDENT	268	21	58	84	164	102	56	48	63	156	109	159	45	53	54	116	98	170
	18%	9%	10%	20%	13%	41%	48%	10%	12%	33%	15%	21%	12%	12%	21%	29%	12%	26%
				abd	ab	abcd	abcd			ab		a			ab	abc		a

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

Q36A. SHOWCARD In terms of communications services such as mobile, landline, broadband and TV... How confident are you about Comparing costs?

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Very confident	668	579	89	558	62	38	**
	45%	44%	48%	44%	48%	50%	**
Fairly confident	532	479	53	451	40	24	**
	35%	36%	29%	36%	31%	31%	**
		b					
Not very confident	160	137	23	143	11	4	**
	11%	10%	12%	11%	8%	6%	**
Not at all confident	107	93	14	82	12	9	**
	7%	7%	7%	7%	9%	11%	**
						a	
Don't know	32	26	6	25	4	1	**
	2%	2%	3%	2%	3%	1%	**
TOTAL CONFIDENT	1201	1058	143	1009	102	62	**
	80%	80%	77%	80%	79%	81%	**
TOTAL NOT CONFIDENT	268	231	37	226	22	13	**
	18%	18%	20%	18%	17%	17%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 163

Any break column with 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. SHOWCARD 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Very confident	765	48	470	75	442	325	192	68	45	655	78	666	67	499	233	88
	51%	34%	56%	39%	56%	55%	50%	63%	66%	51%	63%	51%	63%	54%	49%	64%
			a		a	b		ab	ab		a		a	b		ab
Fairly confident	470	39	267	57	249	198	108	26	14	409	32	413	28	301	139	33
	31%	28%	32%	29%	32%	33%	28%	24%	21%	32%	25%	32%	26%	33%	29%	24%
						bcd				b				c		
Not very confident	144	22	65	26	60	45	42	8	6	118	9	120	7	72	54	9
	10%	16%	8%	14%	8%	8%	11%	8%	9%	9%	7%	9%	6%	8%	11%	6%
		b		b			a								ac	
Not at all confident	100	30	27	31	26	20	37	4	2	76	5	77	4	38	44	3
	7%	21%	3%	16%	3%	3%	10%	4%	3%	6%	4%	6%	4%	4%	9%	2%
		b		b			acd								ac	
Don't know	21	2	10	2	9	5	6	1	1	18	1	18	1	10	9	3
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	2%	3%
TOTAL CONFIDENT	1235	87	736	132	691	523	300	94	60	1064	110	1079	94	801	373	121
	82%	62%	88%	69%	88%	88%	78%	88%	87%	83%	88%	83%	89%	87%	78%	89%
			a		a	b		b	b		a		a	b		b
TOTAL NOT CONFIDENT	244	52	92	58	86	64	79	12	8	194	14	197	11	110	98	12
	16%	37%	11%	30%	11%	11%	21%	12%	12%	15%	11%	15%	10%	12%	20%	9%
		b		b			acd								ac	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Very confident	765	33	502	63	472	349	186	71	47	96	291	103	284	224	163	**	**
	51%	50%	57%	52%	57%	56%	57%	64%	67%	53%	57%	52%	58%	58%	54%	**	**
								ab	ab								
Fairly confident	470	23	276	42	258	214	86	28	15	54	163	61	155	129	87	**	**
	31%	35%	31%	34%	31%	35%	26%	26%	21%	30%	32%	31%	32%	33%	29%	**	**
						bcd											
Not very confident	144	5	69	11	63	40	34	8	7	17	38	19	36	23	32	**	**
	10%	8%	8%	9%	8%	6%	10%	7%	9%	9%	8%	10%	7%	6%	11%	**	**
							a								a		
Not at all confident	100	3	26	4	25	12	17	2	1	10	14	11	14	10	15	**	**
	7%	5%	3%	3%	3%	2%	5%	2%	2%	6%	3%	5%	3%	3%	5%	**	**
							ac			b		b			a		
Don't know	21	1	9	1	9	4	6	1	1	3	3	3	3	3	4	**	**
	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	**	**
							a										
TOTAL CONFIDENT	1235	56	778	104	730	563	271	99	61	149	454	164	439	353	250	**	**
	82%	86%	88%	86%	88%	91%	83%	90%	87%	83%	89%	83%	89%	91%	83%	**	**
						b		b			a		a	b			
TOTAL NOT CONFIDENT	244	9	95	15	88	52	51	10	8	27	53	30	50	33	47	**	**
	16%	13%	11%	12%	11%	8%	16%	9%	11%	15%	10%	15%	10%	8%	16%	**	**
							ac			b		b			a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 163

Any break column with 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. SHOWCARD 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Very confident	765	73	109	**	**	387	183	394	371	177	222	**	79	256
	51%	46%	40%	**	**	56%	42%	61%	44%	55%	57%	**	58%	43%
						b		b		e	e		e	
Fairly confident	470	50	83	**	**	216	134	192	278	102	131	**	38	186
	31%	32%	30%	**	**	31%	31%	30%	33%	31%	33%	**	28%	31%
Not very confident	144	19	39	**	**	55	58	39	105	28	28	**	12	74
	10%	12%	14%	**	**	8%	13%	6%	12%	9%	7%	**	9%	12%
							a		a					ab
Not at all confident	100	15	40	**	**	25	55	13	87	12	9	**	6	71
	7%	9%	15%	**	**	4%	13%	2%	10%	4%	2%	**	5%	12%
			a				a		a					abd
Don't know	21	2	4	**	**	7	5	9	12	6	3	**	1	11
	1%	1%	1%	**	**	1%	1%	1%	1%	2%	1%	**	*%	2%
TOTAL CONFIDENT	1235	124	193	**	**	604	317	586	649	279	353	**	118	443
	82%	78%	70%	**	**	87%	73%	91%	76%	86%	90%	**	86%	74%
		b				b		b		e	ae		e	
TOTAL NOT CONFIDENT	244	34	79	**	**	80	113	52	191	39	37	**	18	144
	16%	21%	29%	**	**	12%	26%	8%	22%	12%	9%	**	13%	24%
			a				a		a					abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 163

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Very confident	765	149	322	213	684	80	26	284	293	188	411	354	221	276	125	143	497	268
	51%	61%	56%	50%	55%	32%	22%	58%	55%	40%	55%	47%	57%	60%	49%	36%	59%	41%
		cdef	cef	ef	cef	f		c	c		b		cd	cd	d		b	
Fairly confident	470	68	191	134	394	76	38	151	180	139	224	246	126	127	76	141	253	217
	31%	28%	33%	32%	32%	30%	33%	31%	34%	30%	30%	33%	32%	28%	30%	35%	30%	33%
																bc		
Not very confident	144	18	34	51	103	41	19	31	42	71	66	78	26	31	31	56	57	87
	10%	7%	6%	12%	8%	16%	16%	6%	8%	15%	9%	10%	7%	7%	12%	14%	7%	13%
				abd	b	abcd	abd			ab					ab	ab		a
Not at all confident	100	5	25	19	49	49	30	19	17	62	36	63	10	18	20	51	28	71
	7%	2%	4%	5%	4%	19%	26%	4%	3%	13%	5%	8%	3%	4%	8%	13%	3%	11%
				a		abcd	abcde			ab		a			ab	abc		a
Don't know	21	4	7	5	16	5	4	7	5	9	10	10	5	5	5	6	10	11
	1%	1%	1%	1%	1%	2%	3%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%
							bcd											
TOTAL CONFIDENT	1235	217	513	347	1078	156	64	434	472	328	635	600	347	403	201	284	750	486
	82%	89%	89%	82%	87%	62%	55%	88%	88%	70%	85%	80%	89%	88%	78%	71%	89%	74%
		cef	cef	ef	cef			c	c		b		cd	cd	d		b	
TOTAL NOT CONFIDENT	244	23	59	70	152	90	49	51	59	133	102	142	36	49	51	107	86	158
	16%	9%	10%	17%	12%	36%	42%	10%	11%	28%	14%	19%	9%	11%	20%	27%	10%	24%
				abd		abcd	abcd			ab		a			ab	abc		a

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Very confident	765	670	95	649	65	39	**
	51%	51%	51%	52%	50%	51%	**
Fairly confident	470	416	54	397	35	22	**
	31%	32%	29%	32%	27%	29%	**
Not very confident	144	123	21	122	14	6	**
	10%	9%	11%	10%	11%	8%	**
Not at all confident	100	90	10	76	12	8	**
	7%	7%	5%	6%	9%	10%	**
Don't know	21	15	5	15	4	1	**
	1%	1%	3%	1%	3%	2%	**
			a		a		
TOTAL CONFIDENT	1235	1086	149	1046	100	61	**
	82%	83%	81%	83%	77%	80%	**
				b			
TOTAL NOT CONFIDENT	244	213	31	198	26	14	**
	16%	16%	16%	16%	20%	18%	**

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Very confident	609	36	359	58	338	254	142	50	32	524	61	530	55	406	179	72
	41%	26%	43%	30%	43%	43%	37%	47%	46%	41%	49%	41%	52%	44%	37%	52%
			a		a	b		b	b		a		a	b		ab
Fairly confident	518	31	312	49	294	227	116	33	19	451	47	460	38	338	160	41
	35%	22%	37%	26%	37%	38%	30%	31%	27%	35%	38%	36%	36%	37%	33%	30%
			a		a	bcd								c		
Not very confident	211	31	107	39	99	73	65	18	14	177	10	180	7	112	76	16
	14%	22%	13%	20%	13%	12%	17%	16%	20%	14%	8%	14%	7%	12%	16%	12%
		b		b			a		a	b		b			a	
Not at all confident	150	40	54	42	52	37	57	6	5	114	5	114	5	59	60	8
	10%	28%	6%	22%	7%	6%	15%	6%	7%	9%	4%	9%	5%	6%	13%	6%
		b		b			acd			b					ac	
Don't know	13	3	6	4	4	2	6	-	-	9	1	10	*	6	4	*
	1%	2%	1%	2%	1%	*%	2%	-%	-%	1%	1%	1%	*%	1%	1%	*%
		b		b			a									
TOTAL CONFIDENT	1127	67	672	107	632	481	258	83	51	976	108	990	93	744	339	113
	75%	48%	80%	56%	80%	81%	67%	78%	73%	76%	87%	77%	88%	81%	71%	82%
			a		a	bd		b			a		a	b		b
TOTAL NOT CONFIDENT	360	71	161	81	150	109	122	24	18	291	16	294	13	171	136	24
	24%	50%	19%	42%	19%	18%	32%	22%	27%	23%	13%	23%	12%	19%	28%	18%
		b		b			ac		a	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.

Q36C. SHOWCARD 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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Very confident	609	32	385	53	364	282	135	51	33	70	231	75	226	173	128	**	**
	41%	49%	44%	43%	44%	45%	41%	47%	48%	39%	45%	38%	46%	44%	43%	**	**
													a				
Fairly confident	518	18	330	40	308	239	109	38	22	61	194	72	183	155	100	**	**
	35%	27%	37%	33%	37%	39%	33%	34%	31%	34%	38%	36%	37%	40%	33%	**	**
			a			b								b			
Not very confident	211	10	111	20	101	70	51	17	13	29	57	31	56	44	43	**	**
	14%	16%	13%	16%	12%	11%	15%	16%	18%	16%	11%	16%	11%	11%	14%	**	**
							a		a	b		b					
Not at all confident	150	4	52	7	49	26	30	4	3	17	27	18	26	17	27	**	**
	10%	6%	6%	6%	6%	4%	9%	3%	4%	9%	5%	9%	5%	4%	9%	**	**
							acd			b		b			a		
Don't know	13	1	6	2	5	3	4	-	-	2	2	2	2	1	2	**	**
	1%	2%	1%	2%	1%	*%	1%	-%	-%	1%	*%	1%	*%	*%	1%	**	**
				b			a										
TOTAL CONFIDENT	1127	50	714	92	672	521	243	89	55	132	424	146	409	327	228	**	**
	75%	76%	81%	76%	81%	84%	74%	81%	78%	73%	83%	74%	83%	84%	76%	**	**
						b					a		a	b			
TOTAL NOT CONFIDENT	360	14	162	26	151	96	81	21	15	46	84	48	82	60	70	**	**
	24%	22%	18%	22%	18%	16%	25%	19%	22%	26%	16%	25%	17%	15%	23%	**	**
							a			b		b			a		

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Very confident	609	58	81	**	**	301	139	329	279	128	176	**	61	219
	41%	36%	30%	**	**	44%	32%	51%	33%	39%	45%	**	44%	37%
						b		b			ae		e	
Fairly confident	518	51	76	**	**	255	127	228	290	114	154	**	51	182
	35%	32%	28%	**	**	37%	29%	35%	34%	35%	39%	**	37%	30%
						b				e	e		e	
Not very confident	211	28	56	**	**	86	84	64	147	53	43	**	15	96
	14%	18%	20%	**	**	12%	19%	10%	17%	16%	11%	**	11%	16%
							a		a	b				b
Not at all confident	150	22	56	**	**	44	79	24	126	27	19	**	8	94
	10%	14%	20%	**	**	6%	18%	4%	15%	8%	5%	**	6%	16%
			a				a		a	b				abd
Don't know	13	1	6	**	**	4	7	3	10	3	2	**	1	7
	1%	*%	2%	**	**	1%	2%	1%	1%	1%	*%	**	1%	1%
							a							
TOTAL CONFIDENT	1127	108	158	**	**	556	266	557	570	242	330	**	112	401
	75%	68%	57%	**	**	81%	61%	86%	67%	75%	84%	**	82%	67%
		b				b		b		e	ae		ae	
TOTAL NOT CONFIDENT	360	50	111	**	**	130	163	87	273	79	62	**	23	190
	24%	32%	40%	**	**	19%	37%	13%	32%	24%	16%	**	17%	32%
			a				a		a	bd				abd

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Table 164

Any break column with 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. SHOWCARD 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Very confident	609	141	263	155	559	49	18	261	225	122	351	258	183	218	97	111	401	208
	41%	58%	45%	37%	45%	20%	15%	53%	42%	26%	47%	34%	47%	48%	38%	28%	47%	32%
		bcdef	cef	ef	cef			bc	c		b		cd	cd	d		b	
Fairly confident	518	80	223	145	449	69	27	164	214	140	247	271	145	166	81	126	310	207
	35%	33%	39%	34%	36%	27%	23%	33%	40%	30%	33%	36%	37%	36%	32%	32%	37%	32%
		f	ef	ef	ef				ac				cd				b	
Not very confident	211	19	59	83	160	50	28	46	63	102	84	126	42	47	39	82	89	122
	14%	8%	10%	20%	13%	20%	24%	9%	12%	22%	11%	17%	11%	10%	15%	21%	11%	19%
				abd	ab	abd	abd			ab		a			ab	abc		a
Not at all confident	150	3	30	38	72	77	41	18	32	98	61	89	16	24	35	75	40	110
	10%	1%	5%	9%	6%	30%	35%	4%	6%	21%	8%	12%	4%	5%	14%	19%	5%	17%
			a	abd	a	abcd	abcd		a	ab		a			ab	abc		a
Don't know	13	1	4	2	7	6	4	2	3	8	6	7	2	3	4	4	5	8
	1%	*%	1%	1%	1%	3%	4%	*%	1%	2%	1%	1%	*%	1%	2%	1%	1%	1%
						abcd	abcd			ab					a			
TOTAL CONFIDENT	1127	221	487	300	1007	118	44	425	439	262	597	530	328	383	179	237	711	415
	75%	91%	84%	71%	81%	47%	38%	86%	82%	56%	80%	70%	85%	84%	69%	60%	84%	63%
		bcdef	cdef	ef	cef	f		bc	c		b		cd	cd	d		b	
TOTAL NOT CONFIDENT	360	22	89	120	232	127	69	65	94	199	145	215	58	71	74	157	129	231
	24%	9%	15%	28%	19%	50%	59%	13%	18%	43%	19%	29%	15%	15%	29%	39%	15%	35%
			a	abd	ab	abcd	abcde		a	ab		a			ab	abc		a

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD 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

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Very confident	609	545	64	509	52	35	**
	41%	41%	34%	40%	41%	47%	**
		b					
Fairly confident	518	453	65	440	43	21	**
	35%	34%	35%	35%	34%	27%	**
Not very confident	211	179	32	186	13	8	**
	14%	14%	17%	15%	10%	10%	**
Not at all confident	150	127	23	115	19	12	**
	10%	10%	12%	9%	14%	15%	**
					a	a	
Don't know	13	11	2	10	2	*	**
	1%	1%	1%	1%	1%	*%	**
TOTAL CONFIDENT	1127	998	129	948	96	56	**
	75%	76%	70%	75%	74%	74%	**
		b					
TOTAL NOT CONFIDENT	360	306	55	301	32	19	**
	24%	23%	29%	24%	25%	25%	**
			a				

Columns Tested: 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.

C1. SHOWCARD Which of these, if any, 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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2165	237	1308	314	1231	912	633	159	108	1781	195	1813	163	1280	696	182
Effective Weighted Sample	1932	219	1196	290	1125	834	580	146	99	1594	178	1622	150	1148	622	164
Total	1254	119	702	161	661	491	330	89	59	1061	104	1078	87	760	404	107
Breathlessness or chest pains	51	11	20	13	18	17	14	2	1	37	3	37	2	23	17	4
	4%	9%	3%	8%	3%	3%	4%	2%	2%	3%	3%	3%	3%	3%	4%	4%
		b		b												
Poor vision, partial sight or blindness	25	5	9	6	9	5	9	-	-	20	2	20	1	9	12	-
	2%	5%	1%	4%	1%	1%	3%	-%	-%	2%	1%	2%	1%	1%	3%	-%
		b		b			ac								ac	
Difficulty in speaking or communicating	5	1	3	1	3	2	1	1	1	3	*	3	*	2	2	1
	*%	1%	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%	1%
Poor hearing, partial hearing or deafness	42	10	20	12	18	13	17	1	1	26	2	26	2	12	17	1
	3%	9%	3%	8%	3%	3%	5%	1%	2%	2%	2%	2%	2%	2%	4%	1%
		b		b			ac								a	
Cannot walk at all/ use a wheelchair	8	1	1	2	1	2	1	1	1	7	-	7	-	3	4	-
	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	-%	1%	-%	*%	1%	-%
		b		b												
Cannot walk very far or manage stairs or can only do so with difficulty	77	17	40	20	37	30	28	3	3	53	8	54	6	33	28	6
	6%	15%	6%	12%	6%	6%	8%	4%	6%	5%	8%	5%	7%	4%	7%	5%
		b		b			c								a	
Limited ability to reach	20	4	11	4	10	8	6	-	-	12	2	13	2	6	9	1
	2%	3%	2%	3%	2%	2%	2%	-%	-%	1%	2%	1%	2%	1%	2%	1%
		b													a	
Mental health problems or difficulties	57	4	16	4	16	13	6	2	*	53	1	53	1	37	17	2
	5%	3%	2%	3%	2%	3%	2%	2%	1%	5%	1%	5%	1%	5%	4%	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.

C1. SHOWCARD Which of these, if any, 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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2165	237	1308	314	1231	912	633	159	108	1781	195	1813	163	1280	696	182
Effective Weighted Sample	1932	219	1196	290	1125	834	580	146	99	1594	178	1622	150	1148	622	164
Total	1254	119	702	161	661	491	330	89	59	1061	104	1078	87	760	404	107
Dyslexia	23	*	7	*	7	4	3	1	1	21	2	21	2	13	10	2
	2%	*%	1%	*%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%
Learning difficulties	16	*	1	*	1	-	2	-	-	13	1	13	1	8	6	2
	1%	*%	*%	*%	*%	-%	1%	-%	-%	1%	1%	1%	1%	1%	2%	2%
							a									
Difficulty using a telephone handset, television remote control, computer keyboard etc.	5	*	1	*	1	*	1	-	-	4	1	5	-	3	1	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	-%	*%	*%	-%
Other illnesses/ health problems which limit your daily activities/ work you can do	92	15	44	17	41	31	27	7	5	71	4	72	3	41	34	5
	7%	12%	6%	11%	6%	6%	8%	8%	8%	7%	4%	7%	4%	5%	8%	5%
		b		b											a	
None	979	72	581	105	549	402	251	76	49	850	89	865	74	629	310	89
	78%	61%	83%	65%	83%	82%	76%	86%	84%	80%	86%	80%	86%	83%	77%	84%
			a		a	b		b						b		b
Refused	8	-	7	1	6	5	2	1	1	7	1	7	1	4	4	-
	1%	-%	1%	1%	1%	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	-%
									b							
ANY DECLARED DISABILITY	267	47	114	55	106	83	78	12	8	204	13	206	11	127	90	17
	21%	39%	16%	34%	16%	17%	24%	13%	14%	19%	13%	19%	13%	17%	22%	16%
		b		b			acd			b					a	
ANY PHYSICAL DISABILITY	156	36	71	42	66	55	53	6	5	110	10	112	8	63	56	10
	12%	30%	10%	26%	10%	11%	16%	6%	9%	10%	10%	10%	9%	8%	14%	10%
		b		b			ac								a	
ANY MENTAL/ LEARNING DISABILITY	80	4	23	5	22	17	10	2	1	73	2	73	2	49	26	5
	6%	4%	3%	3%	3%	4%	3%	3%	2%	7%	2%	7%	2%	6%	6%	5%
										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.

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2165	97	1361	181	1277	924	534	155	105	260	739	283	716	545	454	76	47
Effective Weighted Sample	1932	86	1241	162	1165	842	486	141	96	235	690	256	669	507	418	70	43
Total	1254	52	740	99	693	512	280	88	57	155	429	170	415	319	265	47	29
Breathlessness or chest pains	51	**	20	4	18	12	9	1	1	6	11	6	11	8	9	**	**
	4%	**	3%	4%	3%	2%	3%	1%	1%	4%	3%	4%	3%	3%	3%	**	**
Poor vision, partial sight or blindness	25	**	9	2	8	4	6	-	-	3	4	3	4	2	6	**	**
	2%	**	1%	2%	1%	1%	2%	-%	-%	2%	1%	2%	1%	1%	2%	**	**
							a								a		
Difficulty in speaking or communicating	5	**	3	-	3	2	1	1	1	-	1	-	1	1	-	**	**
	*%	**	*%	-%	*%	*%	*%	1%	1%	-%	*%	-%	*%	*%	-%	**	**
Poor hearing, partial hearing or deafness	42	**	19	3	17	12	9	1	1	7	10	8	9	8	8	**	**
	3%	**	3%	3%	2%	2%	3%	1%	2%	5%	2%	5%	2%	3%	3%	**	**
										b		b					
Cannot walk at all/ use a wheelchair	8	**	1	1	1	2	*	1	1	1	-	1	-	-	1	**	**
	1%	**	*%	1%	*%	*%	*%	1%	1%	1%	-%	1%	-%	-%	1%	**	**
				b					b	b		b					
Cannot walk very far or manage stairs or can only do so with difficulty	77	**	36	5	33	20	18	2	2	12	22	13	21	14	20	**	**
	6%	**	5%	5%	5%	4%	6%	2%	3%	8%	5%	7%	5%	4%	7%	**	**
							ac								a		
Limited ability to reach	20	**	11	1	10	8	3	-	-	3	7	4	6	6	4	**	**
	2%	**	1%	1%	1%	2%	1%	-%	-%	2%	2%	2%	1%	2%	1%	**	**
Mental health problems or difficulties	57	**	16	3	16	12	7	2	1	3	12	3	12	9	7	**	**
	5%	**	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	3%	3%	3%	**	**
Dyslexia	23	**	8	1	8	4	5	1	1	2	5	2	5	3	5	**	**
	2%	**	1%	1%	1%	1%	2%	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,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.

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2165	97	1361	181	1277	924	534	155	105	260	739	283	716	545	454	76	47
Effective Weighted Sample	1932	86	1241	162	1165	842	486	141	96	235	690	256	669	507	418	70	43
Total	1254	52	740	99	693	512	280	88	57	155	429	170	415	319	265	47	29
Learning difficulties	16	**	1	-	1	-	1	-	-	-	1	-	1	-	1	**	**
	1%	**	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	1%	**	**
							a										
Difficulty using a telephone handset, television remote control, computer keyboard etc.	5	**	1	-	1	*	*	-	-	1	-	1	-	1	-	**	**
	*%	**	*%	-%	*%	*%	*%	-%	-%	1%	-%	1%	-%	*%	-%	**	**
										b		b					
Other illnesses/ health problems which limit your daily activities/ work you can do	92	**	41	4	39	27	16	6	5	10	28	11	27	19	20	**	**
	7%	**	6%	4%	6%	5%	6%	7%	8%	7%	7%	7%	7%	6%	7%	**	**
None	979	**	623	81	586	439	228	76	48	121	357	134	344	271	207	**	**
	78%	**	84%	82%	85%	86%	82%	86%	84%	78%	83%	79%	83%	85%	78%	**	**
						b								b			
Refused	8	**	6	1	6	5	2	1	1	1	3	1	3	1	3	**	**
	1%	**	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	*%	1%	**	**
ANY DECLARED DISABILITY	267	**	111	16	102	68	50	11	8	32	70	35	67	47	56	**	**
	21%	**	15%	17%	15%	13%	18%	12%	14%	21%	16%	21%	16%	15%	21%	**	**
							a								a		
ANY PHYSICAL DISABILITY	156	**	68	12	61	42	31	4	4	25	39	27	37	26	37	**	**
	12%	**	9%	12%	9%	8%	11%	4%	7%	16%	9%	16%	9%	8%	14%	**	**
							c			b		b			a		
ANY MENTAL/ LEARNING DISABILITY	80	**	24	4	23	15	12	3	2	4	17	4	17	11	11	**	**
	6%	**	3%	4%	3%	3%	4%	3%	3%	3%	4%	2%	4%	3%	4%	**	**

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

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2165	216	381	30	22	1000	598	863	1302	551	563	77	208	768
Effective Weighted Sample	1932	192	338	27	20	925	531	795	1138	492	528	72	188	677
Total	1254	136	235	19	13	585	371	533	721	273	327	41	119	495
Breathlessness or chest pains	51	8	17	**	**	18	25	12	39	8	9	**	2	30
	4%	6%	7%	**	**	3%	7%	2%	5%	3%	3%	**	2%	6%
							a		a					abd
Poor vision, partial sight or blindness	25	2	10	**	**	8	12	5	20	4	3	**	2	15
	2%	2%	4%	**	**	1%	3%	1%	3%	2%	1%	**	2%	3%
							a		a					b
Difficulty in speaking or communicating	5	2	1	**	**	1	3	2	3	2	1	**	-	2
	*%	1%	*%	**	**	*%	1%	*%	*%	1%	*%	**	-%	*%
Poor hearing, partial hearing or deafness	42	5	14	**	**	17	19	8	33	10	8	**	1	22
	3%	4%	6%	**	**	3%	5%	2%	5%	3%	2%	**	1%	4%
							a		a	d				bd
Cannot walk at all/ use a wheelchair	8	2	2	**	**	1	5	2	6	1	-	**	-	7
	1%	2%	1%	**	**	*%	1%	*%	1%	1%	-%	**	-%	1%
							a							b
Cannot walk very far or manage stairs or can only do so with difficulty	77	8	24	**	**	34	32	16	61	15	14	**	8	36
	6%	6%	10%	**	**	6%	9%	3%	8%	5%	4%	**	7%	7%
							a		a					b
Limited ability to reach	20	2	6	**	**	9	8	5	15	4	4	**	3	8
	2%	2%	3%	**	**	2%	2%	1%	2%	2%	1%	**	3%	2%
Mental health problems or difficulties	57	7	18	**	**	16	25	18	39	3	12	**	1	41
	5%	5%	8%	**	**	3%	7%	3%	5%	1%	4%	**	*%	8%
							a		a		ad			abd
Dyslexia	23	1	4	**	**	7	5	12	11	2	4	**	2	15
	2%	1%	2%	**	**	1%	1%	2%	2%	1%	1%	**	2%	3%
														ab

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

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2165	216	381	30	22	1000	598	863	1302	551	563	77	208	768
Effective Weighted Sample	1932	192	338	27	20	925	531	795	1138	492	528	72	188	677
Total	1254	136	235	19	13	585	371	533	721	273	327	41	119	495
Learning difficulties	16	3	6	**	**	1	9	2	14	-	1	**	-	14
	1%	2%	3%	**	**	*%	2%	*%	2%	-%	*%	**	-%	3%
							a		a					abd
Difficulty using a telephone handset, television remote control, computer keyboard etc.	5	-	2	**	**	1	2	1	4	-	-	**	1	4
	*%	-%	1%	**	**	*%	*%	*%	1%	-%	-%	**	1%	1%
													ab	ab
Other illnesses/ health problems which limit your daily activities/ work you can do	92	14	26	**	**	38	40	23	69	15	21	**	9	46
	7%	10%	11%	**	**	7%	11%	4%	10%	6%	6%	**	7%	9%
							a		a					a
None	979	103	152	**	**	478	255	462	517	228	271	**	98	347
	78%	76%	65%	**	**	82%	69%	87%	72%	83%	83%	**	82%	70%
		b				b		b		e	e		e	
Refused	8	*	3	**	**	4	3	3	5	3	2	**	1	2
	1%	*%	1%	**	**	1%	1%	1%	1%	1%	1%	**	1%	*%
ANY DECLARED DISABILITY	267	32	80	**	**	103	113	68	199	42	53	**	20	147
	21%	24%	34%	**	**	18%	30%	13%	28%	15%	16%	**	17%	30%
			a				a		a					abd
ANY PHYSICAL DISABILITY	156	19	48	**	**	64	67	34	122	30	28	**	13	82
	12%	14%	20%	**	**	11%	18%	6%	17%	11%	8%	**	11%	17%
			a				a		a					abd
ANY MENTAL/ LEARNING DISABILITY	80	9	23	**	**	22	32	30	49	5	16	**	2	56
	6%	6%	10%	**	**	4%	8%	6%	7%	2%	5%	**	2%	11%
							a				a			abd

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

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2165	297	705	680	1682	478	215	611	721	828	1022	1143	495	658	461	551	1153	1012
Effective Weighted Sample	1932	277	647	617	1524	435	195	561	652	746	912	1025	461	599	415	483	1054	879
Total	1254	200	477	363	1040	212	99	406	444	401	620	634	329	369	217	339	698	556
Breathlessness or chest pains	51	1	6	19	26	24	15	1	13	36	22	29	5	9	7	30	14	37
	4%	*%	1%	5%	3%	11%	15%	*%	3%	9%	3%	5%	2%	2%	3%	9%	2%	7%
				abd	a	abcd	abcd		a	ab						abc		a
Poor vision, partial sight or blindness	25	1	3	7	11	14	9	2	3	20	11	14	4	3	5	13	7	18
	2%	1%	1%	2%	1%	7%	9%	1%	1%	5%	2%	2%	1%	1%	2%	4%	1%	3%
				b		abcd	abcd			ab					b	ab		a
Difficulty in speaking or communicating	5	1	1	2	3	1	*	1	1	3	1	3	-	*	1	3	*	4
	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	1%	-%	*%	1%	1%	*%	1%
																ab		a
Poor hearing, partial hearing or deafness	42	2	4	7	13	28	21	3	3	35	20	22	7	8	7	20	15	27
	3%	1%	1%	2%	1%	13%	21%	1%	1%	9%	3%	3%	2%	2%	3%	6%	2%	5%
						abcd	abcde			ab						abc		a
Cannot walk at all/ use a wheelchair	8	1	1	3	6	2	1	1	1	5	3	5	1	-	2	4	1	7
	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%	*%	1%	*%	-%	1%	1%	*%	1%
										b					b	b		a
Cannot walk very far or manage stairs or can only do so with difficulty	77	1	8	27	36	41	27	5	13	59	31	46	13	18	12	34	31	46
	6%	1%	2%	8%	3%	19%	28%	1%	3%	15%	5%	7%	4%	5%	6%	10%	4%	8%
				abd	ab	abcd	abcde		a	ab		a				abc		a
Limited ability to reach	20	-	4	8	13	7	4	1	7	12	7	13	1	5	2	12	6	14
	2%	-%	1%	2%	1%	3%	4%	*%	2%	3%	1%	2%	*%	1%	1%	3%	1%	2%
				abd		abd	abd		a	a						abc		a
Mental health problems or difficulties	57	10	28	14	52	5	1	25	23	10	29	28	6	9	4	38	15	42
	5%	5%	6%	4%	5%	2%	1%	6%	5%	2%	5%	4%	2%	3%	2%	11%	2%	8%
		ef	ef	f	ef			c	c							abc		a

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

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2165	297	705	680	1682	478	215	611	721	828	1022	1143	495	658	461	551	1153	1012
Effective Weighted Sample	1932	277	647	617	1524	435	195	561	652	746	912	1025	461	599	415	483	1054	879
Total	1254	200	477	363	1040	212	99	406	444	401	620	634	329	369	217	339	698	556
Dyslexia	23	10	7	6	22	1	-	13	6	3	10	13	3	5	2	12	8	15
	2%	5%	1%	2%	2%	*%	-%	3%	1%	1%	2%	2%	1%	1%	1%	4%	1%	3%
		bcdef		e	ef			bc								abc		a
Learning difficulties	16	5	7	2	14	1	-	11	3	1	7	9	2	2	2	10	4	12
	1%	3%	2%	1%	1%	*%	-%	3%	1%	*%	1%	1%	*%	1%	1%	3%	1%	2%
		cef						bc								abc		a
Difficulty using a telephone handset, television remote control, computer keyboard etc.	5	1	1	1	3	2	1	1	2	2	2	3	1	-	*	4	1	4
	*%	*%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	*%	-%	*%	1%	*%	1%
																b		a
Other illnesses/ health problems which limit your daily activities/ work you can do	92	4	21	35	60	32	18	11	28	53	43	49	14	21	18	39	35	57
	7%	2%	4%	10%	6%	15%	18%	3%	6%	13%	7%	8%	4%	6%	8%	11%	5%	10%
				abd	a	abcd	abcd		a	ab					a	ab		a
None	979	175	414	278	867	111	39	354	374	250	492	487	286	312	175	207	598	382
	78%	87%	87%	76%	83%	52%	40%	87%	84%	62%	79%	77%	87%	85%	81%	61%	86%	69%
		cef	cdef	ef	cef	f		c	c				cd	d	d		b	
Refused	8	1	3	4	7	2	1	1	3	4	2	6	3	3	1	1	6	2
	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	*%	1%	*%
ANY DECLARED DISABILITY	267	25	60	82	166	99	59	51	67	148	126	141	41	54	41	131	95	172
	21%	12%	13%	23%	16%	47%	60%	13%	15%	37%	20%	22%	12%	15%	19%	39%	14%	31%
				abd	b	abcd	abcde			ab					ab	abc		a
ANY PHYSICAL DISABILITY	156	6	20	50	76	79	51	11	31	113	70	86	25	31	24	76	56	100
	12%	3%	4%	14%	7%	37%	51%	3%	7%	28%	11%	14%	8%	8%	11%	23%	8%	18%
				abd	ab	abcd	abcde		a	ab						abc		a

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

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2165	297	705	680	1682	478	215	611	721	828	1022	1143	495	658	461	551	1153	1012
Effective Weighted Sample	1932	277	647	617	1524	435	195	561	652	746	912	1025	461	599	415	483	1054	879
Total	1254	200	477	363	1040	212	99	406	444	401	620	634	329	369	217	339	698	556
ANY MENTAL/ LEARNING DISABILITY	80	19	36	19	74	5	1	38	29	12	39	41	10	14	8	48	23	56
	6%	9%	8%	5%	7%	3%	1%	9%	6%	3%	6%	6%	3%	4%	4%	14%	3%	10%
		cef	ef	ef	ef			bc	c							abc		a

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

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2165	1863	302	1797	198	113	57
Effective Weighted Sample	1932	1666	267	1606	176	100	49
Total	1254	1092	162	1043	112	66	32
Breathlessness or chest pains	51	46	5	36	8	6	**
	4%	4%	3%	3%	7%	8%	**
					a	a	
Poor vision, partial sight or blindness	25	22	4	21	2	2	**
	2%	2%	2%	2%	2%	2%	**
Difficulty in speaking or communicating	5	4	1	3	-	2	**
	*%	*%	*%	*%	-%	3%	**
						ab	
Poor hearing, partial hearing or deafness	42	38	4	34	3	3	**
	3%	3%	2%	3%	3%	5%	**
Cannot walk at all/ use a wheelchair	8	7	1	6	-	2	**
	1%	1%	1%	1%	-%	3%	**
						ab	
Cannot walk very far or manage stairs or can only do so with difficulty	77	64	13	59	6	10	**
	6%	6%	8%	6%	6%	16%	**
						ab	
Limited ability to reach	20	18	2	18	1	1	**
	2%	2%	1%	2%	1%	2%	**
Mental health problems or difficulties	57	53	4	43	5	7	**
	5%	5%	3%	4%	5%	11%	**
						ab	
Dyslexia	23	22	*	20	1	2	**
	2%	2%	*%	2%	1%	3%	**
		b					

Columns Tested: 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.

C1. SHOWCARD Which of these, if any, limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2165	1863	302	1797	198	113	57
Effective Weighted Sample	1932	1666	267	1606	176	100	49
Total	1254	1092	162	1043	112	66	32
Learning difficulties	16	15	1	13	-	3	**
	1%	1%	1%	1%	-%	4%	**
						ab	
Difficulty using a telephone handset, television remote control, computer keyboard etc.	5	5	*	3	*	2	**
	*%	*%	*%	*%	*%	3%	**
						a	
Other illnesses/ health problems which limit your daily activities/ work you can do	92	83	10	69	9	14	**
	7%	8%	6%	7%	8%	21%	**
						ab	
None	979	848	131	830	85	37	**
	78%	78%	81%	80%	75%	55%	**
				c	c		
Refused	8	8	1	8	1	-	**
	1%	1%	*%	1%	1%	-%	**
ANY DECLARED DISABILITY	267	236	30	205	27	30	**
	21%	22%	19%	20%	24%	45%	**
						ab	
ANY PHYSICAL DISABILITY	156	135	22	119	16	18	**
	12%	12%	13%	11%	14%	28%	**
						ab	
ANY MENTAL/ LEARNING DISABILITY	80	75	5	62	6	10	**
	6%	7%	3%	6%	6%	15%	**
		b				ab	

Columns Tested: 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.

C2. SHOWCARD Which one of these groups best describes your ethnic group or background?

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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2499	269	1504	360	1413	1054	719	187	124	2067	230	2100	197	1499	798	227
Effective Weighted Sample	2234	249	1374	333	1290	963	659	171	114	1852	210	1881	181	1345	714	204
Total	1441	134	809	183	760	567	376	105	68	1223	121	1241	103	881	463	132
WHITE																
British	888	94	492	122	464	344	241	59	41	753	72	762	63	539	286	79
	62%	70%	61%	67%	61%	61%	64%	56%	61%	62%	59%	61%	61%	61%	62%	60%
		b					c									
English	149	17	86	24	79	58	45	14	9	122	16	125	12	83	54	11
	10%	13%	11%	13%	10%	10%	12%	14%	13%	10%	13%	10%	12%	9%	12%	8%
Scottish	100	8	63	15	56	42	29	8	4	80	9	82	8	59	31	12
	7%	6%	8%	8%	7%	7%	8%	7%	5%	7%	8%	7%	7%	7%	7%	9%
Welsh	31	2	20	3	19	17	5	2	1	27	3	28	2	18	12	3
	2%	2%	2%	1%	3%	3%	1%	2%	2%	2%	2%	2%	2%	2%	3%	3%
						b										
Irish	23	2	15	3	13	8	9	1	*	19	1	19	1	14	6	3
	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%
Any other white background	80	2	46	4	44	34	14	7	3	70	9	71	8	58	20	7
	6%	1%	6%	2%	6%	6%	4%	7%	4%	6%	7%	6%	8%	7%	4%	5%
			a		a	b		b						b		
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	8	1	3	1	3	2	1	-	-	7	1	7	1	6	2	3
	1%	*%	*%	1%	*%	*%	*%	-%	-%	1%	1%	1%	1%	1%	1%	2%
																ab
White and Black African	6	-	4	-	4	2	2	1	1	6	-	6	-	3	3	-
	*%	-%	*%	-%	*%	*%	*%	1%	1%	*%	-%	*%	-%	*%	1%	-%
White and Asian	2	-	1	-	1	-	1	-	-	2	-	2	-	2	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%
Any other mixed/ multiple ethnic background	3	-	2	-	2	2	*	1	-	2	1	2	1	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.

C2. SHOWCARD Which one of these groups best describes your ethnic group or background?

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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2499	269	1504	360	1413	1054	719	187	124	2067	230	2100	197	1499	798	227
Effective Weighted Sample	2234	249	1374	333	1290	963	659	171	114	1852	210	1881	181	1345	714	204
Total	1441	134	809	183	760	567	376	105	68	1223	121	1241	103	881	463	132
ASIAN AND BRITISH ASIAN																
Indian	48	4	22	5	21	18	7	4	3	42	2	43	1	30	14	4
	3%	3%	3%	3%	3%	3%	2%	4%	4%	3%	2%	3%	1%	3%	3%	3%
Pakistani	29	2	12	4	10	8	5	2	2	27	2	27	1	18	11	3
	2%	2%	1%	2%	1%	1%	1%	2%	3%	2%	1%	2%	1%	2%	2%	2%
Bangladeshi	11	1	7	1	7	5	3	1	1	10	1	10	1	7	4	1
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Any other Asian background	11	1	7	1	7	5	3	1	1	10	*	10	*	8	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%
BLACK AND BLACK BRITISH																
Caribbean	21	1	12	1	11	10	3	2	1	17	2	18	2	15	5	1
	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%
						b										
African	20	-	11	-	11	8	3	1	1	18	1	18	1	14	5	3
	1%	-%	1%	-%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%
					a											
Any other black/ African/ Caribbean background	2	-	2	-	2	1	2	-	-	2	-	2	-	1	2	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	-%
OTHER ETHNIC GROUP	10	-	6	-	6	3	3	2	1	9	1	9	1	6	4	1
	1%	-%	1%	-%	1%	1%	1%	2%	2%	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.

C2. SHOWCARD 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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2499	118	1569	216	1471	1081	606	191	127	298	847	323	822	641	504	90	54
Effective Weighted Sample	2234	104	1431	193	1341	983	552	173	116	270	791	293	768	597	464	83	49
Total	1441	63	853	117	799	597	319	108	70	176	493	192	477	375	295	55	32
WHITE																	
British	888	40	522	70	492	370	193	61	40	114	301	123	292	230	185	**	**
	62%	64%	61%	60%	62%	62%	60%	56%	57%	64%	61%	64%	61%	61%	63%	**	**
English	149	6	86	14	78	53	39	12	7	21	50	24	47	38	33	**	**
	10%	9%	10%	12%	10%	9%	12%	11%	11%	12%	10%	12%	10%	10%	11%	**	**
							a										
Scottish	100	4	63	10	57	37	30	6	5	11	38	12	37	24	25	**	**
	7%	6%	7%	9%	7%	6%	9%	6%	7%	6%	8%	6%	8%	6%	8%	**	**
							a										
Welsh	31	1	17	1	17	15	3	2	1	2	16	2	16	12	5	**	**
	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	3%	1%	3%	3%	2%	**	**
						b					a		a				
Irish	23	-	15	1	13	7	7	1	*	2	7	3	6	4	5	**	**
	2%	-%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	**	**
Any other white background	80	5	54	7	51	45	14	12	6	8	24	8	24	21	11	**	**
	6%	8%	6%	6%	6%	8%	4%	11%	9%	5%	5%	4%	5%	6%	4%	**	**
						b		b	b								
MIXED/ MULTIPLE ETHNIC GROUPS																	
White and Black Caribbean	8	1	4	2	3	3	2	*	-	3	2	4	2	4	1	**	**
	1%	2%	*%	1%	*%	1%	*%	*%	-%	2%	*%	2%	*%	1%	*%	**	**
		b								b		b					
White and Black African	6	-	4	-	4	2	2	1	1	1	1	1	1	1	1	**	**
	*%	-%	*%	-%	*%	*%	1%	1%	1%	1%	*%	1%	*%	*%	*%	**	**
White and Asian	2	-	1	-	1	-	1	-	-	-	1	-	1	-	1	**	**
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	**	**
Any other mixed/ multiple ethnic background	3	-	2	-	2	2	*	1	-	1	1	1	1	2	-	**	**
	*%	-%	*%	-%	*%	*%	*%	1%	-%	*%	*%	*%	*%	1%	-%	**	**

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

C2. SHOWCARD 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		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2499	118	1569	216	1471	1081	606	191	127	298	847	323	822	641	504	90	54
Effective Weighted Sample	2234	104	1431	193	1341	983	552	173	116	270	791	293	768	597	464	83	49
Total	1441	63	853	117	799	597	319	108	70	176	493	192	477	375	295	55	32
ASIAN AND BRITISH ASIAN																	
Indian	48	1	27	4	25	24	5	4	2	3	16	4	15	15	5	**	**
	3%	2%	3%	4%	3%	4%	2%	3%	3%	2%	3%	2%	3%	4%	2%	**	**
						b								b			
Pakistani	29	2	14	5	12	10	6	3	2	3	7	3	6	4	6	**	**
	2%	4%	2%	4%	1%	2%	2%	3%	4%	2%	1%	2%	1%	1%	2%	**	**
				b													
Bangladeshi	11	*	7	*	7	4	3	1	1	1	5	1	5	4	3	**	**
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**
Any other Asian background	11	1	7	1	7	5	2	1	1	2	5	2	5	5	2	**	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**
BLACK AND BLACK BRITISH																	
Caribbean	21	1	12	1	12	8	4	1	*	2	8	2	8	7	4	**	**
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	**	**
African	20	*	11	*	11	8	3	1	1	1	7	1	7	3	5	**	**
	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	2%	**	**
Any other black/ African/ Caribbean background	2	-	2	-	2	1	2	-	-	-	2	-	2	1	1	**	**
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	**	**
OTHER ETHNIC GROUP	10	1	6	1	6	3	3	2	1	1	3	1	3	2	3	**	**
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	*%	1%	**	**

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

C2. SHOWCARD Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2499	245	423	32	22	1146	669	1028	1471	632	648	91	236	894
Effective Weighted Sample	2234	218	376	29	20	1061	595	949	1286	565	608	86	213	790
Total	1441	152	260	20	13	670	413	634	807	312	379	48	133	569
WHITE														
British	888	96	169	**	**	415	265	416	472	190	234	**	79	357
	62%	63%	65%	**	**	62%	64%	66%	58%	61%	62%	**	59%	63%
								b						
English	149	10	27	**	**	71	37	60	88	33	35	**	12	59
	10%	6%	11%	**	**	11%	9%	10%	11%	10%	9%	**	9%	10%
Scottish	100	14	19	**	**	49	33	38	62	23	29	**	9	34
	7%	9%	7%	**	**	7%	8%	6%	8%	7%	8%	**	7%	6%
Welsh	31	2	5	**	**	17	7	11	19	4	11	**	5	10
	2%	2%	2%	**	**	3%	2%	2%	2%	1%	3%	**	4%	2%
													a	
Irish	23	4	5	**	**	9	9	10	13	7	7	**	1	8
	2%	3%	2%	**	**	1%	2%	2%	2%	2%	2%	**	*%	1%
Any other white background	80	11	12	**	**	32	23	32	49	22	18	**	12	27
	6%	7%	5%	**	**	5%	5%	5%	6%	7%	5%	**	9%	5%
										e			be	
MIXED/ MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	8	-	-	**	**	5	-	4	4	2	*	**	1	5
	1%	-%	-%	**	**	1%	-%	1%	*%	*%	*%	**	*%	1%
						b								
White and Black African	6	*	1	**	**	2	2	4	1	3	1	**	-	2
	*%	*%	*%	**	**	*%	*%	1%	*%	1%	*%	**	-%	*%
								b						
White and Asian	2	-	-	**	**	1	-	2	-	*	1	**	-	*
	*%	-%	-%	**	**	*%	-%	*%	-%	*%	*%	**	-%	*%
Any other mixed/ multiple ethnic background	3	-	-	**	**	2	-	2	1	*	1	**	1	1
	*%	-%	-%	**	**	*%	-%	*%	*%	*%	*%	**	1%	*%

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

C2. SHOWCARD Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2499	245	423	32	22	1146	669	1028	1471	632	648	91	236	894
Effective Weighted Sample	2234	218	376	29	20	1061	595	949	1286	565	608	86	213	790
Total	1441	152	260	20	13	670	413	634	807	312	379	48	133	569
ASIAN AND BRITISH ASIAN														
Indian	48	7	9	**	**	19	15	16	32	10	11	**	6	21
	3%	4%	3%	**	**	3%	4%	3%	4%	3%	3%	**	5%	4%
Pakistani	29	3	4	**	**	10	7	10	19	6	4	**	3	15
	2%	2%	1%	**	**	1%	2%	2%	2%	2%	1%	**	2%	3%
														b
Bangladeshi	11	-	1	**	**	7	1	5	7	2	4	**	*	4
	1%	-%	*%	**	**	1%	*%	1%	1%	1%	1%	**	*%	1%
Any other Asian background	11	1	1	**	**	7	2	4	7	2	5	**	*	4
	1%	1%	*%	**	**	1%	*%	1%	1%	*%	1%	**	*%	1%
BLACK AND BLACK BRITISH														
Caribbean	21	2	2	**	**	11	5	9	12	2	7	**	3	8
	1%	2%	1%	**	**	2%	1%	1%	1%	1%	2%	**	2%	1%
African	20	1	4	**	**	8	5	7	13	3	7	**	1	8
	1%	1%	2%	**	**	1%	1%	1%	2%	1%	2%	**	1%	1%
Any other black/ African/ Caribbean background	2	1	-	**	**	2	1	-	2	1	2	**	-	-
	*%	*%	-%	**	**	*%	*%	-%	*%	*%	*%	**	-%	-%
OTHER ETHNIC GROUP	10	*	1	**	**	4	1	2	8	2	3	**	1	4
	1%	*%	*%	**	**	1%	*%	*%	1%	1%	1%	**	1%	1%

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

C2. SHOWCARD Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2499	360	818	770	1948	546	244	722	836	936	1189	1310	559	795	524	621	1354	1145
Effective Weighted Sample	2234	337	751	700	1768	500	222	664	757	844	1060	1179	520	723	472	545	1236	998
Total	1441	241	551	408	1200	239	111	477	511	451	718	723	370	443	249	379	813	628
WHITE																		
British	888	146	321	262	729	157	71	285	307	293	433	455	241	273	144	229	514	374
	62%	61%	58%	64%	61%	66%	64%	60%	60%	65%	60%	63%	65%	62%	58%	61%	63%	60%
				b		bd				ab			c					
English	149	22	48	44	115	33	16	43	47	58	83	66	36	49	33	30	85	64
	10%	9%	9%	11%	10%	14%	14%	9%	9%	13%	12%	9%	10%	11%	13%	8%	10%	10%
						abd	bd			ab					d			
Scottish	100	13	30	33	76	24	12	26	35	40	50	50	24	28	18	30	52	48
	7%	5%	6%	8%	6%	10%	11%	5%	7%	9%	7%	7%	6%	6%	7%	8%	6%	8%
				b		abd	abd			a								
Welsh	31	3	10	9	22	9	4	9	6	15	12	19	5	10	7	8	15	15
	2%	1%	2%	2%	2%	4%	4%	2%	1%	3%	2%	3%	1%	2%	3%	2%	2%	2%
						abd				b								
Irish	23	4	7	8	19	3	2	7	8	8	8	15	4	6	3	9	11	12
	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%
												a						
Any other white background	80	13	54	9	76	4	3	35	37	8	39	41	24	28	12	17	51	29
	6%	5%	10%	2%	6%	2%	2%	7%	7%	2%	5%	6%	6%	6%	5%	4%	6%	5%
		ce	acdef		cef			c	c									
MIXED/ MULTIPLE ETHNIC GROUPS																		
White and Black Caribbean	8	2	4	2	8	-	-	4	4	*	4	4	-	3	2	3	3	5
	1%	1%	1%	*%	1%	-%	-%	1%	1%	*%	1%	1%	-%	1%	1%	1%	*%	1%
		e	e					c	c					a	a	a		
White and Black African	6	3	1	2	6	-	-	4	1	*	4	2	2	3	-	2	4	2
	*%	1%	*%	*%	*%	-%	-%	1%	*%	*%	1%	*%	*%	1%	-%	*%	1%	*%
		be						c										
White and Asian	2	*	1	-	2	-	-	*	1	-	-	2	1	-	1	-	1	1
	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%

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

C2. SHOWCARD Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2499	360	818	770	1948	546	244	722	836	936	1189	1310	559	795	524	621	1354	1145
Effective Weighted Sample	2234	337	751	700	1768	500	222	664	757	844	1060	1179	520	723	472	545	1236	998
Total	1441	241	551	408	1200	239	111	477	511	451	718	723	370	443	249	379	813	628
Any other mixed/ multiple ethnic background	3	-	2	-	2	1	-	2	1	1	*	3	2	1	*	-	3	*
	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%
ASIAN AND BRITISH ASIAN																		
Indian	48	9	25	11	45	3	1	19	20	9	28	20	8	19	6	14	27	21
	3%	4%	4%	3%	4%	1%	1%	4%	4%	2%	4%	3%	2%	4%	3%	4%	3%	3%
		ef	ef	e	ef			c	c					a				
Pakistani	29	9	12	8	29	*	-	12	15	2	15	14	4	6	7	13	10	19
	2%	4%	2%	2%	2%	*%	-%	2%	3%	*%	2%	2%	1%	1%	3%	3%	1%	3%
		ef	ef	ef	ef			c	c							ab		a
Bangladeshi	11	5	5	1	11	1	1	9	2	1	6	5	3	2	2	3	6	6
	1%	2%	1%	*%	1%	*%	*%	2%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		cde						bc										
Any other Asian background	11	1	5	3	9	1	1	3	4	4	6	5	2	5	2	1	7	3
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
BLACK AND BLACK BRITISH																		
Caribbean	21	3	8	7	19	2	*	7	9	5	10	11	4	5	4	8	9	12
	1%	1%	1%	2%	2%	1%	*%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%
African	20	5	8	6	19	*	-	7	8	5	12	7	6	4	4	6	10	10
	1%	2%	1%	2%	2%	*%	-%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%
		ef	e	ef	ef													
Any other black/ African/ Caribbean background	2	1	2	-	2	-	-	1	2	-	2	1	1	1	-	1	2	1
	*%	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%
OTHER ETHNIC GROUP	10	1	7	1	10	-	-	5	4	1	7	3	2	*	2	5	3	7
	1%	1%	1%	*%	1%	-%	-%	1%	1%	*%	1%	*%	1%	*%	1%	1%	*%	1%
			ce		e										b	b		a

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

C2. SHOWCARD Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2499	2168	331	2092	226	128	53
Effective Weighted Sample	2234	1940	294	1873	200	114	46
Total	1441	1262	179	1210	125	75	31
WHITE							
British	888	769	119	806	19	37	**
	62%	61%	67%	67%	15%	49%	**
			a	bc		b	
English	149	132	17	147	1	1	**
	10%	10%	9%	12%	1%	1%	**
				bc			
Scottish	100	84	16	9	91	-	**
	7%	7%	9%	1%	72%	-%	**
					ac		
Welsh	31	20	11	1	-	30	**
	2%	2%	6%	*%	-%	39%	**
			a			ab	
Irish	23	14	9	11	7	1	**
	2%	1%	5%	1%	6%	2%	**
			a		a		
Any other white background	80	75	5	75	5	-	**
	6%	6%	3%	6%	4%	-%	**
		b		c	c		
MIXED/ MULTIPLE ETHNIC GROUPS							
White and Black Caribbean	8	8	-	8	-	-	**
	1%	1%	-%	1%	-%	-%	**
White and Black African	6	6	-	6	*	-	**
	*%	*%	-%	*%	*%	-%	**
White and Asian	2	2	-	1	*	-	**
	*%	*%	-%	*%	*%	-%	**
Any other mixed/ multiple ethnic background	3	3	*	3	-	-	**
	*%	*%	*%	*%	-%	-%	**

Columns Tested: 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.

C2. SHOWCARD Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2499	2168	331	2092	226	128	53
Effective Weighted Sample	2234	1940	294	1873	200	114	46
Total	1441	1262	179	1210	125	75	31
ASIAN AND BRITISH ASIAN							
Indian	48	47	1	45	-	3	**
	3%	4%	*%	4%	-%	4%	**
		b		b		b	
Pakistani	29	29	-	28	1	1	**
	2%	2%	-%	2%	1%	1%	**
		b					
Bangladeshi	11	11	-	10	-	1	**
	1%	1%	-%	1%	-%	2%	**
						b	
Any other Asian background	11	11	-	11	-	-	**
	1%	1%	-%	1%	-%	-%	**
BLACK AND BLACK BRITISH							
Caribbean	21	21	-	21	-	-	**
	1%	2%	-%	2%	-%	-%	**
		b		b			
African	20	19	*	20	-	-	**
	1%	2%	*%	2%	-%	-%	**
Any other black/ African/ Caribbean background	2	2	-	2	-	-	**
	*%	*%	-%	*%	-%	-%	**
OTHER ETHNIC GROUP	10	9	1	7	*	2	**
	1%	1%	*%	1%	*%	3%	**
						a	

Columns Tested: 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.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
1	249	47	112	53	106	73	86	16	9	186	24	189	20	107	103	14
	17%	33%	13%	27%	14%	12%	22%	15%	13%	15%	19%	15%	19%	12%	21%	10%
		b		b			acd				a				ac	
2	441	59	272	79	252	188	142	32	21	359	41	366	34	249	152	28
	29%	42%	32%	41%	32%	32%	37%	30%	30%	28%	33%	28%	33%	27%	32%	21%
		b		b			a							c	ac	
3	283	12	156	21	147	108	59	18	12	252	22	256	18	195	79	38
	19%	9%	19%	11%	19%	18%	15%	17%	17%	20%	18%	20%	17%	21%	16%	28%
			a		a									b		ab
4	351	16	199	26	189	147	68	27	18	321	23	324	20	248	95	37
	23%	12%	24%	14%	24%	25%	18%	25%	27%	25%	18%	25%	19%	27%	20%	27%
			a		a	b		b	b	b		b		b		b
5+	176	6	100	14	92	76	30	14	9	158	14	159	13	122	51	20
	12%	4%	12%	7%	12%	13%	8%	13%	13%	12%	11%	12%	12%	13%	11%	14%
			a		a	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.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
1	249	8	110	14	105	60	58	14	9	21	50	22	49	37	34	**	**
	17%	12%	12%	11%	13%	10%	18%	13%	13%	12%	10%	11%	10%	10%	11%	**	**
							a										
2	441	27	284	48	264	192	119	31	18	62	162	65	158	114	109	**	**
	29%	42%	32%	39%	32%	31%	36%	28%	26%	34%	32%	33%	32%	29%	36%	**	**
		b		b			acd								a		
3	283	7	165	16	155	119	53	21	13	29	102	35	95	74	56	**	**
	19%	10%	19%	13%	19%	19%	16%	19%	18%	16%	20%	18%	19%	19%	19%	**	**
			a														
4	351	15	221	27	209	168	68	30	21	41	143	45	139	112	72	**	**
	23%	24%	25%	23%	25%	27%	21%	27%	30%	23%	28%	23%	28%	29%	24%	**	**
						b		b	b								
5+	176	8	103	16	94	81	30	14	9	28	53	30	51	52	29	**	**
	12%	12%	12%	13%	11%	13%	9%	12%	13%	16%	10%	15%	10%	13%	10%	**	**
						b				b		b					

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

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
1	249	42	106	**	**	71	149	47	203	54	33	**	24	131
	17%	27%	39%	**	**	10%	34%	7%	24%	17%	8%	**	17%	22%
			a				a		a	b			b	ab
2	441	45	93	**	**	224	139	155	286	111	120	**	37	151
	29%	29%	34%	**	**	32%	32%	24%	34%	34%	31%	**	27%	25%
									a	e	e			
3	283	26	33	**	**	131	59	141	143	54	80	**	28	114
	19%	16%	12%	**	**	19%	14%	22%	17%	17%	20%	**	21%	19%
						b		b						
4	351	29	29	**	**	184	59	210	141	63	117	**	34	130
	23%	18%	11%	**	**	27%	13%	32%	17%	20%	30%	**	25%	22%
		b				b		b			ae			
5+	176	16	14	**	**	81	31	96	80	43	43	**	13	72
	12%	10%	5%	**	**	12%	7%	15%	9%	13%	11%	**	10%	12%
		b				b		b						

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
1	249	7	51	78	136	112	61	35	54	160	133	117	43	55	38	114	98	151
	17%	3%	9%	18%	11%	45%	52%	7%	10%	34%	18%	16%	11%	12%	15%	29%	12%	23%
			a	abd	a	abcd	abcde		a	ab						abc		a
2	441	46	119	153	319	120	51	105	110	224	232	208	126	136	74	104	263	178
	29%	19%	21%	36%	26%	48%	43%	21%	21%	48%	31%	28%	33%	30%	29%	26%	31%	27%
				abd	ab	abcd	abcd			ab			d				b	
3	283	67	118	85	270	14	3	124	114	45	119	164	67	95	50	72	162	122
	19%	27%	20%	20%	22%	5%	3%	25%	21%	10%	16%	22%	17%	21%	19%	18%	19%	19%
		bcdef	ef	ef	ef			c	c			a						
4	351	77	195	75	347	4	1	144	178	28	180	171	116	118	58	58	234	116
	23%	32%	34%	18%	28%	1%	1%	29%	33%	6%	24%	23%	30%	26%	23%	15%	28%	18%
		cef	cdef	ef	cef			c	c				cd	d	d		b	
5+	176	47	96	31	174	2	1	84	80	12	84	92	36	52	38	50	88	88
	12%	19%	17%	7%	14%	1%	1%	17%	15%	3%	11%	12%	9%	11%	15%	13%	10%	13%
		cdef	cef	ef	cef			c	c						a			a

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

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
1	249	216	33	191	38	16	**
	17%	16%	18%	15%	29%	21%	**
					a		
2	441	379	61	361	46	21	**
	29%	29%	33%	29%	36%	28%	**
					a		
3	283	248	36	240	22	12	**
	19%	19%	19%	19%	17%	15%	**
4	351	307	43	314	13	17	**
	23%	23%	23%	25%	10%	22%	**
				b		b	
5+	176	164	12	153	10	10	**
	12%	12%	7%	12%	8%	13%	**
		b					

Columns Tested: 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.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
None	889	113	460	142	431	316	257	55	37	727	76	738	64	499	304	69
	59%	81%	55%	74%	55%	53%	67%	51%	53%	57%	61%	57%	61%	54%	63%	51%
		b		b			acd								ac	
1	227	8	125	16	118	88	45	12	9	206	16	209	13	159	63	29
	15%	6%	15%	8%	15%	15%	12%	11%	12%	16%	13%	16%	12%	17%	13%	21%
			a		a	b								b		b
2	269	16	178	25	170	133	62	28	17	239	22	241	19	184	77	28
	18%	12%	21%	13%	22%	22%	16%	26%	25%	19%	17%	19%	18%	20%	16%	20%
			a		a	b		b	b					b		
3	86	1	57	6	52	41	17	8	5	78	7	79	7	58	28	5
	6%	1%	7%	3%	7%	7%	5%	7%	7%	6%	6%	6%	6%	6%	6%	3%
			a		a	b										
4	23	2	14	3	12	12	4	4	1	20	3	21	2	17	6	4
	2%	1%	2%	2%	2%	2%	1%	4%	2%	2%	2%	2%	2%	2%	1%	3%
								b								b
5+	6	-	4	-	4	2	1	1	1	6	1	6	1	5	2	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.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
None	889	43	479	73	449	314	208	52	33	102	265	111	256	195	172	**	**
	59%	66%	54%	60%	54%	51%	63%	47%	47%	57%	52%	56%	52%	50%	57%	**	**
		b					acd								a		
1	227	6	134	15	125	99	41	18	12	23	82	27	79	59	47	**	**
	15%	10%	15%	12%	15%	16%	13%	16%	17%	13%	16%	14%	16%	15%	16%	**	**
2	269	10	195	21	184	148	57	27	18	38	121	42	117	99	60	**	**
	18%	15%	22%	17%	22%	24%	17%	25%	26%	21%	24%	21%	24%	25%	20%	**	**
						b		b	b					b			
3	86	3	58	8	53	45	16	8	6	13	31	13	30	28	16	**	**
	6%	5%	7%	7%	6%	7%	5%	8%	8%	7%	6%	7%	6%	7%	5%	**	**
4	23	3	14	4	12	11	5	4	1	2	8	2	8	5	5	**	**
	2%	4%	2%	3%	1%	2%	2%	3%	2%	1%	2%	1%	2%	1%	2%	**	**
		b		b													
5+	6	-	4	-	4	2	1	1	1	1	3	1	3	3	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,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.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
None	889	97	211	**	**	368	309	305	584	194	187	**	78	393
	59%	61%	77%	**	**	53%	71%	47%	69%	60%	47%	**	57%	66%
			a				a		a	b			b	abd
1	227	21	19	**	**	106	40	125	102	43	70	**	19	92
	15%	13%	7%	**	**	15%	9%	19%	12%	13%	18%	**	14%	15%
		b				b		b			a			
2	269	27	31	**	**	159	57	161	108	58	103	**	31	73
	18%	17%	11%	**	**	23%	13%	25%	13%	18%	26%	**	23%	12%
		b				b		b		e	ae		e	
3	86	12	11	**	**	44	23	44	42	24	26	**	5	28
	6%	7%	4%	**	**	6%	5%	7%	5%	7%	7%	**	3%	5%
		b								de				
4	23	3	3	**	**	10	6	10	13	5	5	**	2	8
	2%	2%	1%	**	**	1%	1%	2%	1%	2%	1%	**	2%	1%
5+	6	-	1	**	**	4	1	4	3	*	3	**	1	3
	*%	-%	*%	**	**	1%	*%	1%	*%	*%	1%	**	*%	*%

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

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
None	889	133	213	294	640	247	116	248	207	432	494	394	217	265	149	257	483	406
	59%	54%	37%	70%	51%	98%	99%	50%	39%	92%	66%	52%	56%	58%	58%	65%	57%	62%
		b		abd	b	abcd	abcd	b		ab	b					abc		a
1	227	65	100	58	224	3	-	109	97	21	92	135	56	78	46	48	134	93
	15%	27%	17%	14%	18%	1%	-%	22%	18%	5%	12%	18%	14%	17%	18%	12%	16%	14%
		bcdef	ef	ef	cef			bc	c			a		d	d			
2	269	32	183	52	268	1	1	89	169	11	121	148	88	86	43	52	173	95
	18%	13%	32%	12%	21%	1%	1%	18%	31%	2%	16%	20%	23%	19%	17%	13%	21%	15%
		ef	acdef	ef	acef			c	ac			a	cd	d			b	
3	86	12	59	15	85	1	*	34	48	4	32	54	24	21	13	28	45	41
	6%	5%	10%	3%	7%	*%	*%	7%	9%	1%	4%	7%	6%	5%	5%	7%	5%	6%
		ef	acdef	ef	cef			c	c			a				b		
4	23	2	18	3	23	-	-	9	14	*	8	15	2	6	6	8	9	14
	2%	1%	3%	1%	2%	-%	-%	2%	3%	*%	1%	2%	1%	1%	2%	2%	1%	2%
			acdef	e	cef			c	c			a			a	a		a
5+	6	1	6	-	6	-	-	4	2	-	1	6	-	1	1	5	1	6
	*%	*%	1%	-%	*%	-%	-%	1%	*%	-%	*%	1%	-%	*%	*%	1%	*%	1%
			ce		c			c	c			a				ab		a

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

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
None	889	774	114	722	94	51	**
	59%	59%	62%	57%	73%	67%	**
					a	a	
1	227	201	27	194	16	12	**
	15%	15%	14%	15%	12%	15%	**
2	269	234	35	245	10	9	**
	18%	18%	19%	19%	8%	12%	**
				bc			
3	86	80	6	73	7	3	**
	6%	6%	3%	6%	6%	4%	**
4	23	20	3	20	2	2	**
	2%	2%	2%	2%	1%	2%	**
5+	6	6	-	6	-	*	**
	*%	*%	-%	*%	-%	*%	**

Columns Tested: 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.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		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
Significance Level: 95%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	857	104	458	142	420	327	235	53	38	713	57	724	46	496	274	86
Effective Weighted Sample	758	97	421	132	386	300	218	49	35	630	53	640	43	439	243	75
Total	472	50	223	69	204	160	112	29	20	403	29	408	23	282	149	50
Yes, somebody in the household is working	225	9	99	16	92	70	38	**	**	205	**	207	**	149	66	**
	48%	18%	44%	23%	45%	44%	34%	**	**	51%	**	51%	**	53%	44%	**
			a		a	b								b		
No members of the household are working	243	40	124	52	112	90	73	**	**	194	**	197	**	130	82	**
	52%	80%	56%	76%	55%	56%	65%	**	**	48%	**	48%	**	46%	55%	**
		b		b			a								a	
Refused	4	1	-	1	-	-	1	**	**	4	**	4	**	3	*	**
	1%	2%	-%	1%	-%	-%	1%	**	**	1%	**	1%	**	1%	*%	**
		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.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	~c	~d
Unweighted total	857	41	458	77	422	307	192	45	34	101	226	107	220	165	162	29	20
Effective Weighted Sample	758	36	420	70	387	279	177	42	31	90	210	96	204	151	148	27	18
Total	472	21	224	39	206	152	92	24	18	53	121	57	117	89	85	17	11
Yes, somebody in the household is working	225	**	101	**	95	70	42	**	**	24	56	26	54	41	40	**	**
	48%	**	45%	**	46%	46%	46%	**	**	46%	46%	46%	46%	46%	47%	**	**
No members of the household are working	243	**	122	**	110	82	50	**	**	29	64	31	62	48	45	**	**
	52%	**	55%	**	54%	54%	54%	**	**	54%	53%	54%	53%	54%	53%	**	**
Refused	4	**	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 - 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.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	b	~c	~d	a	b	a	b	a	b	~c	~d	e
Unweighted total	857	93	147	12	9	328	240	278	579	220	172	23	61	382
Effective Weighted Sample	758	81	128	10	8	301	210	256	502	201	161	22	55	338
Total	472	54	82	7	5	175	136	165	307	98	91	12	32	239
Yes, somebody in the household is working	225	**	22	**	**	80	37	110	115	42	46	**	**	121
	48%	**	27%	**	**	46%	28%	67%	37%	43%	51%	**	**	51%
						b		b						
No members of the household are working	243	**	59	**	**	93	97	54	189	56	44	**	**	115
	52%	**	73%	**	**	54%	71%	33%	62%	57%	49%	**	**	48%
							a		a	e				
Refused	4	**	*	**	**	1	2	1	3	-	-	**	**	4
	1%	**	1%	**	**	*%	1%	*%	1%	-%	-%	**	**	2%

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

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	857	181	172	194	547	308	122	276	147	432	372	485	159	210	173	315	369	488
Effective Weighted Sample	758	170	153	179	496	288	112	254	131	397	329	429	146	191	157	276	336	422
Total	472	123	115	103	342	129	55	185	90	196	206	266	93	111	76	192	204	268
Yes, somebody in the household is working	225	93	58	53	204	20	5	124	49	52	83	142	51	69	45	60	120	105
	48%	76%	51%	51%	60%	16%	10%	67%	54%	26%	40%	53%	55%	62%	59%	31%	59%	39%
		bcdef	ef	ef	bcef			bc	c			a	d	d	d		b	
No members of the household are working	243	29	55	49	134	108	49	59	39	143	120	124	42	42	31	128	84	159
	52%	24%	48%	48%	39%	84%	90%	32%	43%	73%	58%	46%	45%	38%	41%	67%	41%	59%
			ad	ad	a	abcd	abcd		a	ab	b					abc		a
Refused	4	1	2	1	4	1	*	2	2	1	3	1	-	-	-	4	-	4
	1%	1%	2%	1%	1%	1%	1%	1%	2%	*%	2%	*%	-%	-%	-%	2%	-%	2%
									c		b					bc		a

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

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	~b	~c	~d
Unweighted total	857	739	118	724	59	52	22
Effective Weighted Sample	758	655	103	643	52	45	19
Total	472	410	62	402	31	27	12
Yes, somebody in the household is working	225	195	30	196	**	**	**
	48%	48%	48%	49%	**	**	**
No members of the household are working	243	211	32	202	**	**	**
	52%	51%	52%	50%	**	**	**
Refused	4	4	-	4	**	**	**
	1%	1%	-%	1%	**	**	**

Columns Tested: 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.

C6. SHOWCARD Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Base : All respondents

		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
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2601	282	1559	378	1463	1099	742	191	126	2157	235	2191	201	1566	826	237
Effective Weighted Sample	2321	261	1422	349	1333	1002	679	174	115	1929	214	1960	184	1404	737	213
Total	1500	140	838	192	786	592	386	107	69	1276	124	1294	106	921	479	137
Up to £10,399	101	13	27	14	26	25	15	6	5	83	6	84	6	51	38	9
	7%	9%	3%	8%	3%	4%	4%	6%	8%	7%	5%	6%	5%	6%	8%	6%
		b		b											a	
From £10,400 to £15,599	112	18	56	21	52	38	35	9	5	87	9	89	7	63	33	10
	7%	13%	7%	11%	7%	6%	9%	8%	8%	7%	7%	7%	7%	7%	7%	7%
		b		b			a									
From £15,600 to £25,999	143	17	78	23	72	55	39	12	9	119	14	123	10	90	43	13
	10%	12%	9%	12%	9%	9%	10%	12%	13%	9%	11%	9%	9%	10%	9%	9%
From £26,000 to £36,399	139	9	100	14	96	71	39	9	4	122	12	124	10	92	41	12
	9%	7%	12%	7%	12%	12%	10%	8%	6%	10%	10%	10%	9%	10%	9%	9%
			a		a	d										
From £36,400 to £51,999	131	5	98	10	93	67	36	11	6	120	10	120	10	97	33	11
	9%	4%	12%	5%	12%	11%	9%	11%	8%	9%	8%	9%	9%	10%	7%	8%
			a		a									b		
£52,000 and above	152	6	109	16	99	74	41	16	12	133	15	135	14	110	39	20
	10%	5%	13%	8%	13%	12%	11%	15%	17%	10%	12%	10%	13%	12%	8%	15%
			a		a				b					b		b
Don't know	300	15	99	19	94	67	46	11	10	275	11	276	10	188	98	32
	20%	11%	12%	10%	12%	11%	12%	11%	14%	22%	9%	21%	10%	20%	20%	23%
										b		b				
Refused	421	57	272	75	254	195	134	31	18	337	47	344	40	230	154	29
	28%	41%	32%	39%	32%	33%	35%	29%	26%	26%	38%	27%	38%	25%	32%	21%
		b		b							a		a		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.

C6. SHOWCARD Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	~c	~d
Unweighted total	2601	122	1625	224	1523	1122	625	194	128	303	873	330	846	662	514	90	54
Effective Weighted Sample	2321	107	1479	200	1386	1019	568	175	117	274	816	299	790	616	473	83	49
Total	1500	65	883	121	827	620	328	110	70	180	510	197	493	389	301	55	32
Up to £10,399	101	1	30	3	28	22	9	5	5	7	17	8	16	12	12	**	**
	7%	2%	3%	3%	3%	4%	3%	5%	7% b	4%	3%	4%	3%	3%	4%	**	**
From £10,400 to £15,599	112	3	54	7	50	31	26	7	3	12	25	14	23	16	21	**	**
	7%	5%	6%	6%	6%	5%	8% a	6%	5%	6%	5%	7%	5%	4%	7% a	**	**
From £15,600 to £25,999	143	8	87	16	78	63	32	13	9	19	46	21	44	39	26	**	**
	10%	12%	10%	14%	9%	10%	10%	11%	13%	10%	9%	11%	9%	10%	8%	**	**
From £26,000 to £36,399	139	5	106	9	102	72	39	11	5	16	70	18	68	50	36	**	**
	9%	8%	12%	8%	12% a	12%	12%	10%	8%	9%	14% a	9%	14% a	13%	12%	**	**
From £36,400 to £51,999	131	7	103	12	98	77	33	14	8	20	58	21	57	42	36	**	**
	9%	10%	12%	10%	12%	12%	10%	13%	12%	11%	11%	10%	12%	11%	12%	**	**
£52,000 and above	152	6	114	15	105	83	38	16	13	29	61	31	59	54	36	**	**
	10%	10%	13%	13%	13%	13%	11%	15%	18% b	16%	12%	16%	12%	14%	12%	**	**
Don't know	300	13	100	17	96	70	43	10	8	23	61	23	61	43	41	**	**
	20%	20% b	11%	14%	12%	11%	13%	10%	11%	13%	12%	12%	12%	11%	14%	**	**
Refused	421	21	289	40	270	201	109	33	18	55	172	61	166	132	94	**	**
	28%	33%	33%	33%	33%	32%	33%	30%	26%	31%	34%	31%	34%	34%	31%	**	**

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

C6. SHOWCARD Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Base : All respondents

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	2601	253	450	33	23	1177	704	1053	1548	660	670	93	241	939
Effective Weighted Sample	2321	226	400	30	21	1090	626	971	1352	588	628	87	217	828
Total	1500	159	276	21	14	690	436	648	852	324	393	49	136	598
Up to £10,399	101	24	35	**	**	24	58	18	83	9	14	**	8	70
	7%	15%	13%	**	**	3%	13%	3%	10%	3%	3%	**	6%	12%
							a		a				a	abd
From £10,400 to £15,599	112	15	39	**	**	37	54	26	85	29	15	**	7	54
	7%	10%	14%	**	**	5%	12%	4%	10%	9%	4%	**	5%	9%
							a		a	bd				bd
From £15,600 to £25,999	143	17	38	**	**	64	54	52	92	32	34	**	18	56
	10%	11%	14%	**	**	9%	12%	8%	11%	10%	9%	**	13%	9%
							a		a				b	
From £26,000 to £36,399	139	13	17	**	**	86	30	68	71	32	56	**	13	33
	9%	8%	6%	**	**	13%	7%	11%	8%	10%	14%	**	10%	5%
						b				e	ae		e	
From £36,400 to £51,999	131	11	21	**	**	78	32	77	54	38	51	**	11	28
	9%	7%	8%	**	**	11%	7%	12%	6%	12%	13%	**	8%	5%
						b		b		e	de			
£52,000 and above	152	15	15	**	**	90	30	100	52	44	51	**	15	37
	10%	9%	5%	**	**	13%	7%	15%	6%	14%	13%	**	11%	6%
		b				b		b		e	e		e	
Don't know	300	19	33	**	**	84	51	136	164	37	48	**	13	197
	20%	12%	12%	**	**	12%	12%	21%	19%	12%	12%	**	9%	33%
														abd
Refused	421	47	79	**	**	227	126	170	251	101	124	**	51	124
	28%	29%	29%	**	**	33%	29%	26%	29%	31%	32%	**	37%	21%
										e	e		e	

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

OFCOM CORE SWITCHING TRACKER 2018. 30th August to 30th September 2018.

Any break column with 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. SHOWCARD Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Base : All respondents

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	2601	366	860	797	2023	573	256	745	877	974	1239	1362	583	818	547	653	1401	1200
Effective Weighted Sample	2321	342	789	723	1833	522	233	685	792	876	1103	1224	543	744	491	572	1280	1043
Total	1500	244	579	422	1246	252	117	492	536	469	748	752	388	457	257	398	845	655
Up to £10,399	101	11	30	32	72	28	17	23	32	45	46	55	-	6	4	91	6	95
	7%	4%	5%	8%	6%	11%	15%	5%	6%	10%	6%	7%	-%	1%	2%	23%	1%	14%
				ab		abcd	abcd			ab				a	a	abc		a
From £10,400 to £15,599	112	8	38	28	74	37	19	27	31	53	54	58	8	21	25	57	29	82
	7%	3%	7%	7%	6%	15%	16%	5%	6%	11%	7%	8%	2%	5%	10%	14%	3%	13%
			a	a	a	abcd	abcd			ab				a	ab	abc		a
From £15,600 to £25,999	143	13	58	43	114	30	10	37	49	58	72	71	24	46	36	37	70	73
	10%	5%	10%	10%	9%	12%	9%	7%	9%	12%	10%	9%	6%	10%	14%	9%	8%	11%
			a	a	a	a				ab				a	abd	a		a
From £26,000 to £36,399	139	18	73	39	131	9	2	49	64	26	75	65	32	63	33	12	94	45
	9%	7%	13%	9%	10%	3%	2%	10%	12%	6%	10%	9%	8%	14%	13%	3%	11%	7%
		ef	acef	ef	ef			c	c				d	ad	ad		b	
From £36,400 to £51,999	131	14	69	43	127	4	1	39	70	22	73	58	55	53	17	7	108	24
	9%	6%	12%	10%	10%	2%	1%	8%	13%	5%	10%	8%	14%	12%	6%	2%	13%	4%
		ef	aef	aef	aef			c	ac				cd	cd	d		b	
£52,000 and above	152	15	72	60	147	5	1	32	88	32	87	65	101	36	14	1	137	15
	10%	6%	12%	14%	12%	2%	1%	7%	16%	7%	12%	9%	26%	8%	5%	*%	16%	2%
		ef	aef	aef	aef				ac		b		bcd	d	d		b	
Don't know	300	137	88	38	264	36	16	198	49	54	128	172	46	104	57	93	150	150
	20%	56%	15%	9%	21%	14%	13%	40%	9%	11%	17%	23%	12%	23%	22%	23%	18%	23%
		bcdef	c		bcef	c	c	bc				a		a	a	a		a
Refused	421	28	151	140	318	102	51	87	154	180	213	208	122	128	72	99	250	171
	28%	11%	26%	33%	26%	40%	43%	18%	29%	38%	29%	28%	32%	28%	28%	25%	30%	26%
			a	abd	a	abcd	abcd		a	ab			d				b	

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

C6. SHOWCARD Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

Base : All respondents

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	c	~d
Unweighted total	2601	2256	345	2174	233	129	65
Effective Weighted Sample	2321	2017	306	1945	205	115	56
Total	1500	1315	185	1260	129	76	36
Up to £10,399	101	90	11	73	14	13	**
	7%	7%	6%	6%	11%	17%	**
					a	a	
From £10,400 to £15,599	112	97	14	97	6	8	**
	7%	7%	8%	8%	5%	10%	**
						b	
From £15,600 to £25,999	143	128	15	128	9	5	**
	10%	10%	8%	10%	7%	7%	**
From £26,000 to £36,399	139	126	13	121	14	5	**
	9%	10%	7%	10%	10%	6%	**
From £36,400 to £51,999	131	119	12	109	16	6	**
	9%	9%	7%	9%	12%	8%	**
£52,000 and above	152	128	24	139	10	2	**
	10%	10%	13%	11%	8%	3%	**
				c			
Don't know	300	267	33	236	29	17	**
	20%	20%	18%	19%	23%	23%	**
Refused	421	359	62	356	31	20	**
	28%	27%	33%	28%	24%	26%	**
			a				

Columns Tested: 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.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		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
Significance Level: 95%		~a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	c
Unweighted total	1113	78	724	124	678	517	285	101	64	956	100	969	87	744	312	114
Effective Weighted Sample	1005	73	669	116	626	476	265	92	58	865	92	877	80	674	281	103
Total	688	43	419	69	393	296	166	58	35	602	56	609	48	460	197	70
Most Financially Vulnerable	190	**	84	20	81	69	31	16	**	161	15	162	**	119	57	24
	28%	**	20%	28%	21%	23%	19%	27%	**	27%	27%	27%	**	26%	29%	35%
																a
Potentially Financially Vulnerable	287	**	188	28	177	133	72	20	**	254	22	258	**	195	81	20
	42%	**	45%	40%	45%	45%	44%	35%	**	42%	40%	42%	**	42%	41%	28%
														c	c	
Least Financially Vulnerable	211	**	147	22	135	94	62	22	**	187	19	188	**	146	60	26
	31%	**	35%	32%	34%	32%	38%	38%	**	31%	33%	31%	**	32%	30%	37%

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		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		PAY TV 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	EXCL. MOVERS
Significance Level: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b	a	b	~c	~d
Unweighted total	1113	47	767	98	716	548	266	106	71	144	412	158	398	325	231	48	27
Effective Weighted Sample	1005	41	707	89	660	504	245	96	64	132	389	146	376	306	215	45	25
Total	688	27	448	57	418	321	154	62	40	93	256	103	247	202	147	29	16
Most Financially Vulnerable	190	**	90	**	85	70	26	14	**	16	51	20	48	41	27	**	**
	28%	**	20%	**	20%	22%	17%	23%	**	17%	20%	19%	19%	20%	18%	**	**
Potentially Financially Vulnerable	287	**	201	**	190	145	68	27	**	39	123	42	120	93	69	**	**
	42%	**	45%	**	45%	45%	44%	44%	**	42%	48%	41%	49%	46%	47%	**	**
Least Financially Vulnerable	211	**	156	**	143	106	60	21	**	38	82	41	79	68	52	**	**
	31%	**	35%	**	34%	33%	39%	33%	**	41%	32%	40%	32%	34%	35%	**	**

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		FREE TV SWITCH				MAIN TV		ANY OTT		SIMPLE BUNDLE TYPE				
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	~c	~d	a	b	a	b	a	b	~c	d	e
Unweighted total	1113	119	186	19	14	556	306	522	591	301	336	35	101	340
Effective Weighted Sample	1005	107	169	17	13	520	278	484	520	271	319	33	92	302
Total	688	81	126	13	9	349	208	329	358	161	209	19	63	236
Most Financially Vulnerable	190	36	47	**	**	67	84	61	129	31	40	**	19	97
	28%	45%	37%	**	**	19%	40%	18%	36%	19%	19%	**	30%	41%
							a		a				ab	ab
Potentially Financially Vulnerable	287	23	51	**	**	162	73	140	148	67	102	**	23	85
	42%	28%	40%	**	**	46%	35%	42%	41%	42%	49%	**	37%	36%
			a			b					de			
Least Financially Vulnerable	211	22	29	**	**	120	52	129	82	63	67	**	20	54
	31%	27%	23%	**	**	34%	25%	39%	23%	39%	32%	**	32%	23%
						b		b		e	e			

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		AGE						AGE (2)			GENDER		SOCIAL GRADE				SOCIAL GRADE (2)	
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d	a	b
Unweighted total	1113	113	485	407	1005	106	45	303	516	292	545	568	285	340	220	268	625	488
Effective Weighted Sample	1005	105	448	368	913	94	40	277	471	261	491	517	270	314	198	234	581	425
Total	688	78	333	224	634	52	23	202	328	156	354	334	203	203	111	171	406	282
Most Financially Vulnerable	190	21	88	48	157	32	**	61	77	51	79	110	11	30	23	126	41	149
	28%	27%	27%	22%	25%	61%	**	30%	23%	33%	22%	33%	5%	15%	21%	73%	10%	53%
						abcd		b		b		a		a	a	abc		a
Potentially Financially Vulnerable	287	35	147	95	278	10	**	86	148	54	152	135	63	119	65	41	182	105
	42%	46%	44%	42%	44%	18%	**	42%	45%	35%	43%	41%	31%	59%	58%	24%	45%	37%
		e	e	e	e				c					ad	ad		b	
Least Financially Vulnerable	211	22	97	81	200	11	**	56	104	51	123	88	129	54	23	5	183	28
	31%	28%	29%	36%	31%	21%	**	28%	32%	32%	35%	26%	64%	27%	21%	3%	45%	10%
				be	e						b		bcd	d	d		b	

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		URBANITY		NATION			
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	a	b	~c	~d
Unweighted total	1113	976	137	944	104	56	9
Effective Weighted Sample	1005	882	124	856	92	50	7
Total	688	610	78	584	64	35	5
Most Financially Vulnerable	190	174	15	154	17	**	**
	28%	29%	20%	26%	28%	**	**
		b					
Potentially Financially Vulnerable	287	255	32	248	22	**	**
	42%	42%	41%	42%	34%	**	**
Least Financially Vulnerable	211	180	30	183	24	**	**
	31%	30%	39%	31%	38%	**	**
			a				

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